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1921

LONG'S

SPRING
AND FALL

DECIDEDLY DIFFERENT

SEED CATALOGUE

Tried and True Seeds, Bulbs and Plants

BEST FOR THE WEST



LONG'S Famous Colorado Grown Brittle Wax Beans. Produced at the rate of \$580 an acre, planted July 10th as a catch crop after tulip bulbs were harvested from this patch. See bean pages for further information.

THE J. D. LONG SEED COMPANY

BOULDER, COLORADO

LONG'S Colossal Zinnias: Immense; Dazzling



The flowers are of enormous size, thickly set with velvety petals, while the colors are dazzling reds and yellows, orange and flesh tones, and still others, darker, and rich beyond description. Grown in rich soil with plenty of water these plants stand up to my shoulders, aglow with mammoth, gorgeous blossoms from July until frost.

Separate Colors: **Z1** White; **Z2** Flesh; **Z3**

Pink Shades; **Z4** Scarlet; **Z5** Crimson; **Z6** Golden Yellow; **Z7** Orange; **Z8** Purple.

Price: Any of the above colors at 15c pkt.; 2 for 25c.

LONG'S Mixed Colossal Zinnias

Z12. Large pkt., mixed colors, running strong to reds and yellows. Pkt., 15c; 2 for 25c.

Dahlia Flowered Zinnia

Z11. This new strain is the result of many years' painstaking selection and hybridizing by a Zinnia specialist. The flowers are of very large size. Their shape closely resembles those of the "Decorative" Dahlias, while many of the shades are entirely new in the Zinnia family. Similar to Colossal, but colors run darker. Plants not quite so tall, but produce flowers freely. Pkt., 25c; 5 for \$1.

LONG'S "13-in-1" Package

Z13. All the above 8 colors and 5 more new shades and combinations of colors, including the most wonderful and gigantic new "Dahlia Flowered" Zinnia, the largest of the Colossal class; also another new type, double crested and curled, the petals being twisted and curled into most graceful forms. Sold in large mixed packets, only, at 50c. You'll say it's worth \$1.00,—and then some.

A Short Message from a "Long" Man

Wonder if I can really do it—make this 1921 catalogue not only so decidedly different but so delightfully different also, that you will say, "Now here's a catalogue worth saving. Why, it's as interesting as a magazine and as helpful as a county agent."

That's a big order, but I'll try to fill it. That's the kind of catalogue I'd like to write, for it's the kind that will give you pleasure and profit—a dual purpose catalogue, so to speak. Your garden, whether large or small, will, I believe, speed up production if you spend a few hours looking through these 68 pages.

Knowing as I do the quality of **LONG'S** Tried and True seeds, bulbs and plants, I honestly believe you will be more than pleased if you send me an order, and, I'm frank to say, the pleasure will be mutual.

Sincerely yours,

J. D. LONG.



LONG'S Delightful Dahlias and Brilliant, Colossal Zinnias

Dahlias to the left; zinnias to the right. Colossal zinnias are so tall and large flowered that it is hard to tell in this picture where one leaves off and the other begins. Our residence in background.

New Dahlias from Seed

Do you know how new Dahlias are originated? Do you know that you can originate new Dahlias yourself?

New Dahlias all come from seed. Dahlia tubers come true and do not mix, but seed will produce various types and colors, probably all different from the kind that supplied the seed. There seems to be no law or rule governing this. They seem to come just as they please. That's what makes it interesting and also gives the amateur a chance to originate new Dahlias of merit.

Where space is limited, it is desirable to plant tubers of a few real good kinds. But if one has more room, then it is indeed worth while to grow some from seed also. Not all from seed will be prize winners, so the usual method is to grow quite a number, then in the fall select your favorites, saving the tubers for planting again next year. The others, though also pretty, may be treated as annuals if not fine enough to justify taking up and storing the tubers.

This is the method followed by dahlia specialists. They grow hundreds and thousands from seed, then select only a few that show unusual merit. These are saved, named,

and stock increased until enough on hand to offer at fancy prices. You, too, can name your own new dahlias. Some name them for members of their families, or friends. Splendid idea.

As there are no two people just alike, so there are peculiarities and individualities that make these dahlias of yours, grown from seed, different from others. This adds much interest to growing dahlias from seed.

Sow the seed out in the garden after ground warms up or start indoors and transplant. Protect plants from frosts. Dahlias from seed will nearly all blossom even from outdoor planting, and almost as soon as those from tubers.

LONG'S Special Mixture. A good mixture, same as I've offered for several years. Pkt., 25c; 5 pkts., \$1.00.

LONG'S Professional Mixture. Offered this season for the first time. Seed saved from only the newer and finer, expensive varieties. Should produce a larger percent of extra fine kinds, though we never can tell. Same as I myself shall use, hoping to get a few rare beauties. Pkt., \$1.00.

Note. Dahlias from seed come mostly semi-double or peony flowered, the most popular type.

LONG'S Beautiful, Bountiful, Brittle Beans

Burpee's Brittle Wax

V1. The name tells the story. If I were to suggest any other name it would be **Icicle**, for the pods break like icicles, with hardly ever a sign of string, even when full grown. The flavor is best ever. Yield good. What more could one wish?

From introducer's stock, I've been growing this wonderful bean four years, over on the western slope, at an altitude of over 6,000 feet, and now have extra fine acclimated seed, matured to perfection, glistening as though each bean hand-polished. The long, round, fleshy pods are a beautiful yellow.

Prices: Pkt., 10c; $\frac{1}{2}$ lb., 20c; lb., 35c; 3 lbs. for \$1.00; prepaid. **5 Lb. Lots:** 2nd zone, \$1.35; 3rd, \$1.40; 4th, \$1.49. **10 Lb. Lots:** 2c lb. less. Ask for prices larger lots and to zones beyond.

LONG'S "Big Four" List

Really, it would be hard to say which four are the best, but here are four that cover your wants mighty well, and are all hummers.

I'd sure head the list with Brittle Wax for yellow pods and Burpee's Stringless Green Pod for green pods. Yes, yes, I know, don't butt in, and tell me there are others "just as good" or maybe better. I'm just a-tellin' you of four that you can bank on and of which I have provided splendid Colorado-grown seed.

Then there's Wardwell's Kidney Wax, a fine large yellow podded kind that is tender and nice when young, but is especially grown by market gardeners. Kentucky Wonder, in the pole variety, is hard to beat. Then "we have with us" that good new black wax, yellow podded sort, Sure Crop—but hold on—that makes five! So we might go on and add others to a right good list, but these four or five "fill a LONG felt need."

"Beat the Bean Bug"

Briefly, all you need to do is to provide a good sprayer (my \$1.50 one, page 49, will do for home garden) and some arsenate of lead (half pound or so) and have these on hand before the bugs show up. The full sized bugs—the advance agents—that lay the eggs, do not, as a rule, do so much harm. Those small woolly fellows that hatch out under the leaves are the ones you need to get after and very suddenly, too.

Therefore, spray **under** the leaves just before these rascals are able to "sit up and take a little nourishment." Several sprayings may be required. Spraying on tops of leaves is also worth while. Spraying soon as the big bugs come will help some. A bug can't eat and thrive if leaves all protected with arsenate of lead. Use an ounce to about 2 gallons of water. Keep well stirred or shaken up. Waiting to spray until after vines are riddled is like locking the garage after your Ford is stolen. If you spray at right times early, then you will not need to spray much if any after beans are well set. But the arsenate of lead may be removed from pods before cooking by washing them in water to which has been added some vinegar.

"* * * This is what I call a square deal, and more. Assuring you of all my future business when in need of seeds, I am, yours truly."—Frank Matoush, Julesburg, Colo.

That \$580 per Acre Crop

Yes, I know, that sounds big, but it's the truth. I'll tell you all about it. After taking up my tulip bulbs last summer I planted a little less than one-fourth acre of the ground to my favorite "stringless string beans," Brittle Wax. This was July 10th. Thought might as well plant something in the ground as to let it loaf the rest of the season. And I have always noticed that there is a good demand for good tender snap beans late in the season, after main crops are marketed. Knew would not be out much even if I did not get a crop or a market for the beans. Never even plowed the ground after lifting the tulips, but the soil was rich, the way I keep my soil most the time. You should have seen those beans hump themselves. In less than seven weeks some were ready to pick and a week later we were picking lots of them. My guess was right, for there were few beans on the market by the time these were ready. We got 10 cents a pound, wholesale, for nearly the whole crop of these snap beans. Boulder merchants could buy the tough kind of string beans in Denver for 7 cents, but were glad to pay 3 cents more for Brittle Wax.

We sold over \$140 worth, gave away a number of "messes" and had a plenty for our own table and for canning from this plot, so that I figure they yielded really more than at the rate of \$580 per acre. Not so bad as a catch crop, using the ground only about half the season! Believe one could follow an early crop of peas with Brittle Wax beans and make it win most any season.

"What about the bean bugs?" you ask. Well, that was just fool's luck, I guess, though I had made up my mind that I'd have that crop even if I had to deal harshly with the bugs. So I was all ready for them. Had a good sprayer and arsenate of lead on hand, ready to spray the vines as soon as they might need it. But only a few bugs ever showed up, and those came so late that the little work they did made no trouble.

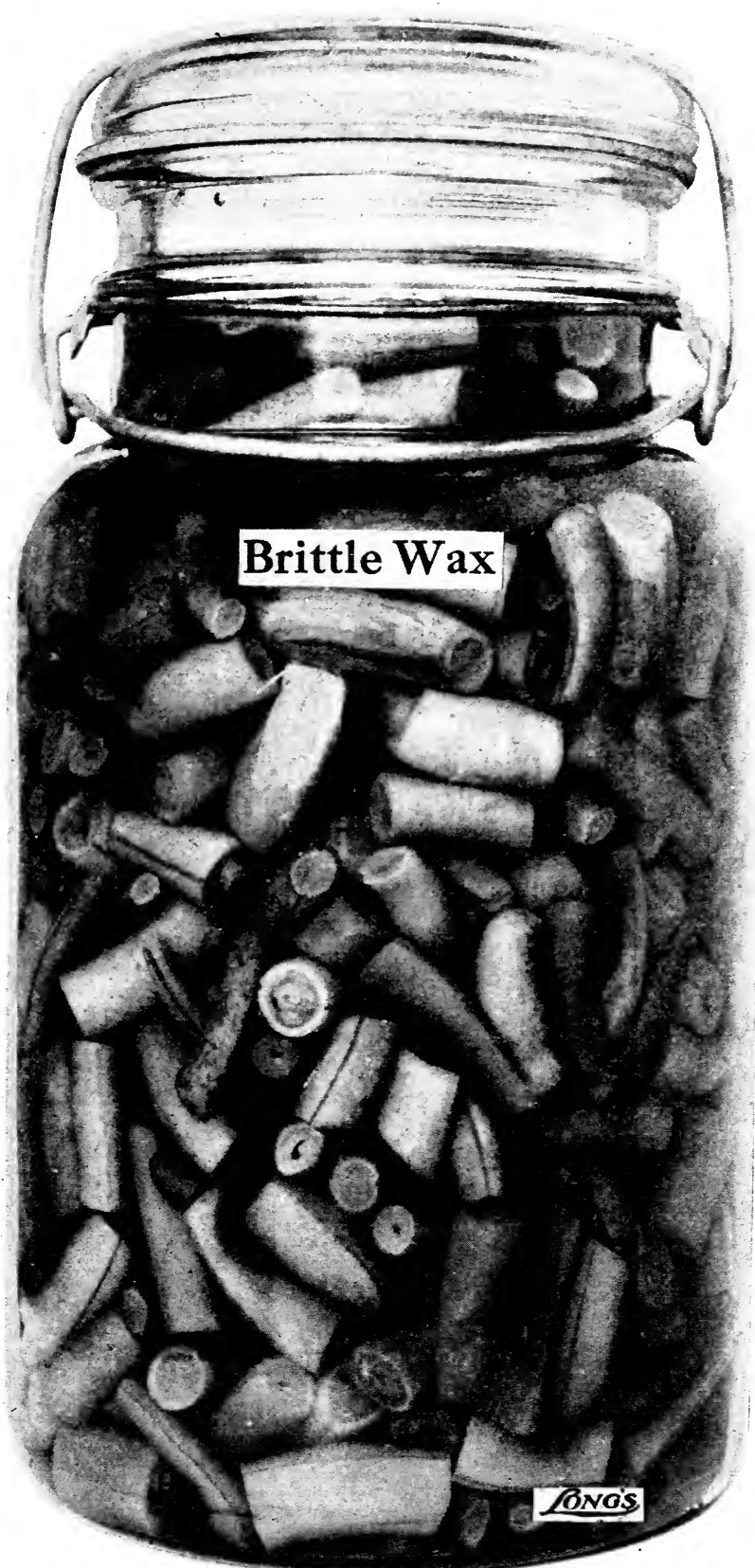
I've wondered a good deal about this, and one solution is that the bean bug must be superstitious, for there were just 13 rows in this patch, and I take it the bugs thought that was an unlucky number for them. I'll say it would indeed have been unlucky for the bugs if they had tried to beat me to that crop. Another hunch I have is that those bugs got hold of my 1920 seed catalogue and read page 24, in which I gave that talk, "Beat the Bean Bugs." Told you just how to do the bean bug before he does you. Looks like I scared them out pretty generally, around Boulder at least, for we had less trouble from the bean bugs last season than for years. We never had to spray our early crop either, and many others reported same good luck, though a few crops were damaged a good bit. Is just another illustration of how garden pests come and go—are worse some seasons than others, and one can never tell what may be our troubles in this line. And it does not pay to lay down on the job one season just because the crop went to the bad the year before.

"Enclosed find \$6.40 for seeds. We are expecting a wonderful garden from these seeds. We lived several years at Fort Collins and have seen and admired your flowers."—Mrs. Emma V. Baugardner, Elberta, Utah.



LONG'S

BRITTLE WAX—
Finest Ever for
Canning.



Brittle Wax

LONG'S

LONG'S Bush and Pole Beans

Prices for Beans are prepaid. All varieties at 10c per pkt.

All are Bush Beans except Kentucky Wonder. Any Bush Bean may show a tendency to run if ground is rich and excessively watered.

V1. BRITTLE WAX. Always heads the list. All that the name implies. Mountain grown seed. See pages 4 and 5.

V2. GOLDEN WAX. Now a "has been," since we have Brittle Wax, Sure Crop, etc. Small pods, but pretty good and tender if used young. $\frac{1}{2}$ lb., 15c; lb., 25c.

V3. PENCIL POD BLACK WAX. $\frac{1}{2}$ lb., 15c; lb., 25c.

V4. SURE CROP WAX. Of recent introduction and of real merit. Bean black; pods yellow; stringless. $\frac{1}{2}$ lb., 15c; lb., 25c.

V5. DAVIS WHITE WAX. Beans white; pods yellow. Inclined to be tough and stringy except when quite young. $\frac{1}{2}$ lb., 13c; lb., 20c.

V6. WARDWELL'S KIDNEY WAX. Favorite market variety. Large yellow pods, almost entirely stringless. Mountain grown seed. $\frac{1}{2}$ lb., 18c; lb., 30c.

V7. BURPEE'S STRINGLESS GREEN POD. Not new, but still holding its own as one of the very best green pod snap beans. My seed mountain grown. $\frac{1}{2}$ lb., 15c; lb., 25c.

V8. GIANT STRINGLESS. Similar to Burpee's. Bean lighter brown. $\frac{1}{2}$ lb., 15c; lb., 25c.

V9. KENTUCKY WONDER POLE. An old favorite, still among the best. $\frac{1}{2}$ lb., 15c; lb., 25c.

V10. COLORADO CREAM BUTTER. Mammoth white bean, shape of Navy, but with the lima or butter bean flavor. Also called Aztec. $\frac{1}{2}$ lb., 18c; lb., 30c.

V11. HENDERSON'S BUSH LIMA. A lima that seems to do especially well in Colorado. $\frac{1}{2}$ lb., 15c; lb., 25c.

V12. FORDHOOK BUSH LIMA. Strong vine; heavy cropper; beans large, tender, juicy and sweet. $\frac{1}{2}$ lb., 20c; lb., 35c.

V13. DRY LAND TEPARY. White shell bean; smaller than Navy but great yielder; drought resisting. Lb., 18c; 2 lbs., 35c.

PINTO and NAVY. Lb., 18c; 2 lbs., 35c.

Prices for Larger Lots

5 Lb. Lots: 2nd zone, 4c lb. less than pound price; 3rd, 3c less; 4th, 2c less. **10 Lb. Lots:** 2nd zone, 6c less per lb. than pound price; 3rd, 5c less; 4th, 4c less. Ask for prices on larger lots and zones beyond. These rates do not apply to Brittle Wax. See page 4.

"Just finishing a 60-ton silo, which I will fill with corn and sunflowers. That Minn. No. 13 of yours is sure some fine silage corn, and will make a grain crop here if planted real early. You should see our cabbage and tomatoes. Plenty of cabbage from 10 to 15 lbs., and all from Long's seeds. I wish to commend you on your fine quality of seeds and clean business methods." —E. E. Kirkpatrick, Great Divide, Colo.



**WARDWELL'S
KIDNEY
WAX**



**BURPEE'S
STRINGLESS
GREEN POD**

LONG'S "Live Beets"

V14. EARLY WONDER. Like samples I sent out last spring. Had many good reports and only one saying no better than some others. Is a quick growing tender beet, well worth a place among these other good kinds. Sow often. Start a fresh lot every few weeks. Pkt., 10c; oz., 20c; $\frac{1}{4}$ lb., 60c; lb., \$1.75.

PRICES: All BEETS below at same price: Pkt., 5c; Special Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 90c; prepaid.

V15. EXTRA EARLY EGYPTIAN. Very dark, rather flat, smaller than Eclipse and Crosby's.

V16. CROSBY'S EGYPTIAN. Almost as early as V15 and a better beet, not so flat. Quick grower, flesh dark red, tops small.

V17. EARLY ECLIPSE. Egg shape, light red, good for bunching or slicing.

V18. DETROIT DARK RED. Globular shape, deep red, smooth beet. Good for medium early or late. One of the very best.

V19. EARLY BLOOD TURNIP. An old kind but still "one of the best sellers."



ECLIPSE.

Mangels, Sugar Beets

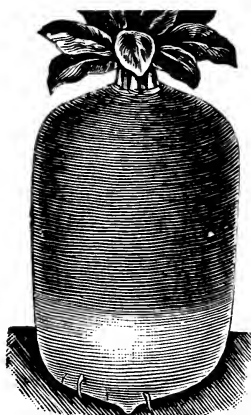
Culture. Sow 4 to 6 lbs. to acre, in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. Very valuable for feeding stock, especially milch cows. A mixture of mangels and sugar beets is good combination.

**LONG'S "3-in-1" Vegetable**

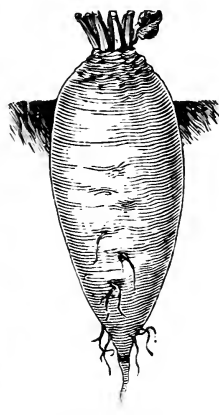
SWISS CHARD—Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. Don't dig up the root or cut off all the top. Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful vegetable. Add it to your list. Pkt., 5c; oz., 15c; $\frac{1}{4}$ lb., 45c.

HOW TO GROW "LIVE BEETS"

Culture. Plant any time from early spring to August. Most people make a mistake by not planting beets along in summer, as well as in spring. They come quickly, the small half grown size being best for canning and fine for summer use also. An ounce of seed will sow 50 feet of row. Cover 1 inch.



Golden Tankard



Sugar Beet

Prices: All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beet: Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 60c; 5 lbs., \$2.75; 10 lbs., \$5.00; prepaid. Ask for prices on larger lots.

V22. MAMMOTH LONG RED. Great yielder.

V23. GOLDEN TANKARD. Roots rather short.

V24. DANISH SLUDSTRUP. Ovoid shape; reddish-yellow; heavy cropper.

V25. GIANT HALF SUGAR.

V26. WANZLEBEN SUGAR BEET. The standard sugar beet. Special stock grown at Government Station in Idaho. Extra good seed. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 70c.

LONG'S Special Mixture

V27. A well-balanced mixture of Mangels and Sugar Beet, such as I found especially good for feeding milk cows. Mixed by myself from our tested seed. Better than all Mangels or all Sugar Beet. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 60c; 5 lbs., \$2.75.

LONG'S Cabbage—Best Kinds for Home and Market



Culture: For early plants start seed in box, cold-frame or hot-bed. For main crop sow seed in garden. Transplant where wanted. Cabbage responds to very frequent cultivating and hoeing. Set early plants April and May. For winter use set plants in June.

Prices: Except Copenhagen Market and Round Head, all at: Pkt., 5c; special pkt., 10c; ¼ lb., 75c; lb., \$2.50.

V28. WINNINGSTADT. Heads firm, slightly pointed, standard early sort, but good also for winter.

V29. EARLY JERSEY WAKEFIELD. Small, pointed head. Very early.

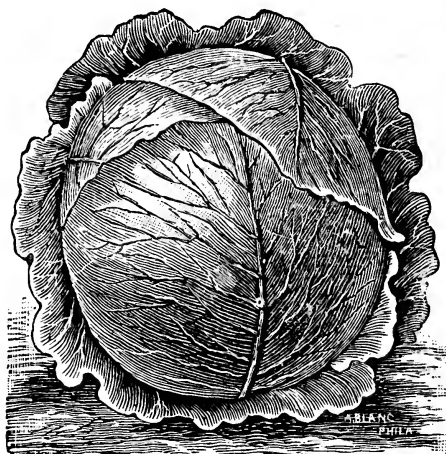
V30. ENKHUIZEN GLORY. About same season as Winningstadt, but head is round instead of pointed. Yields heavy crop and does well even on rather poor soil.

V31. COPENHAGEN MARKET. The earliest round headed cabbage. Runs Wakefield a close race for earliness; heads larger and very solid; stem short. While this is usually planted for early use and marketing, yet it is most excellent for winter use, set out later. Try some for winter as well as for early. Pkt., 10c; oz., 35c; ¼ lb., \$1.00; lb., \$3.00.

V32. SUREHEAD. Round head main crop variety for fall and winter.

V33. ALL SEASONS. So named because good for early or late. Heads round.

V34. LATE FLAT DUTCH. An old variety but still a favorite with many. Very large.



V35. DANISH ROUND HEAD. (Short Stemmed Hollander.) One of the best main crop varieties. Heads very solid; good keeper. This is the main variety grown by large gardeners and shippers for fall and winter use. It's the standard best late cabbage. **LONG'S** special stock Danish grown seed. Pkt., 10c; oz., 35c; ¼ lb., \$1.00; lb., \$3.00.

V36. MAMMOTH ROCK RED. Large sure-heading red cabbage.

V37. SAVOY CABBAGE. Leaves beautifully crimped. Finest flavor.

V38. BRUSSELS SPROUTS. Miniature cabbages, grow closely on stalks. Oz., 30c.

CHINESE or CELERY CABBAGE

V39. Tastes more like lettuce than cabbage or celery. Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Oz., 40c; ¼ lb., \$1.00.



LONG'S Copenhagen Market—Best Early Round Head

It's growing in favor every year, not only as the best Early Round Head Cabbage, but also as splendid sort for winter, when planted a little later than the winter varieties. The dish-shaped leaves fold so tightly, and the heads are so solid, that it can be grown closer together than other kinds of equal weight. Heads often weigh 10 lbs. Bought my seed last year so as to test it for purity, and found it excellent. Recent test shows germination strong. Prices given above.

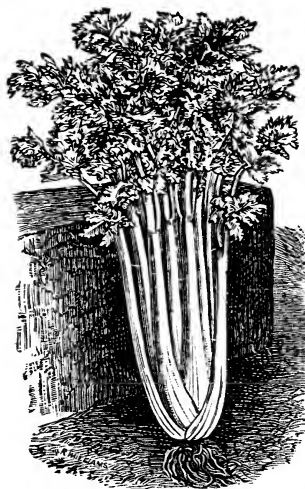
LONG'S Cauliflower

Culture. Same as for cabbage, but when heads are small the leaves should be tied up over the heads to keep head snowy white.

V38. EARLY SNOWBALL. Standard early and main crop variety.

V39. DRY WEATHER. Very large, and fine white heads. Resists drought well. Some gardeners prefer this to Snowball and grow it exclusively.

Price for either variety: Small pkt., 10c; 200 seeds (or more), 25c; $\frac{1}{4}$ oz., 60c; $\frac{1}{2}$ oz., \$1.00; oz., \$1.90; $\frac{1}{4}$ lb., \$7.00.

LONG'S Celery

Culture. Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your County Agent or Agricultural College for special information on celery growing.

V44. GOLDEN SELF-BLANCHING. One of the best early kinds for fall use. Pkt., 10c; $\frac{1}{2}$ oz., 30c; oz., 50c; $\frac{1}{4}$ lb., \$1.75.

V46. GIANT PAS-CAL. The best late celery for winter use. May be blanched in garden, but to get those brittle sweet white stalks it

should be taken up, trenched or banked up in cellar so as to grow new stalks from the old roots. Pkt., 10c; $\frac{1}{2}$ oz., 25c; oz., 40c; $\frac{1}{4}$ lb., \$1.20.

V45. WHITE PLUME. Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt., 5c; $\frac{1}{2}$ oz., 25c; oz., 45c.

V47. CELERIAC or TURNIP-ROOTED CELERY. Little known, but fine for seasoning meats and soups, also for salads. Grown exclusively for its turnip-shaped roots. Pkt., 5c; oz., 25c.

LONG'S Asparagus

GIANT ARGENTEUIL, BARR'S MAMMOTH, PALMETTO. All three are good. Pkt., 5c; Special Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 35c.

LONG'S Best Four Carrots

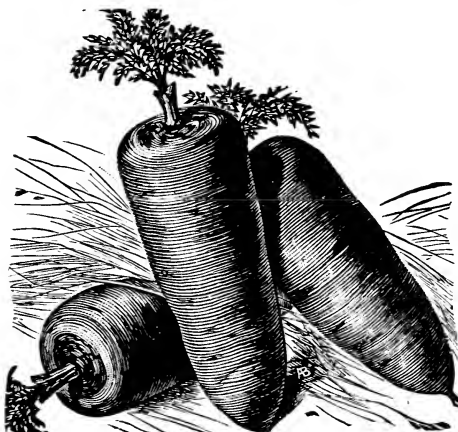
Culture. Sow in deeply tilled mellow soil in April or May. Later plantings up to August will still make good roots for table use. Sow in drills 12 to 18 inches apart. One ounce to 200 to 300 feet; 2 to 3 lbs. to acre. Slow to germinate. Cover $\frac{1}{2}$ inch, keep soil moist until plants are up.

Raise more carrots for home use, market, and for stock. Carrots are even better than mangels for producing milk. A mixture of the two makes splendid combination.

For stock I would plant some each of Danvers and White Belgian.

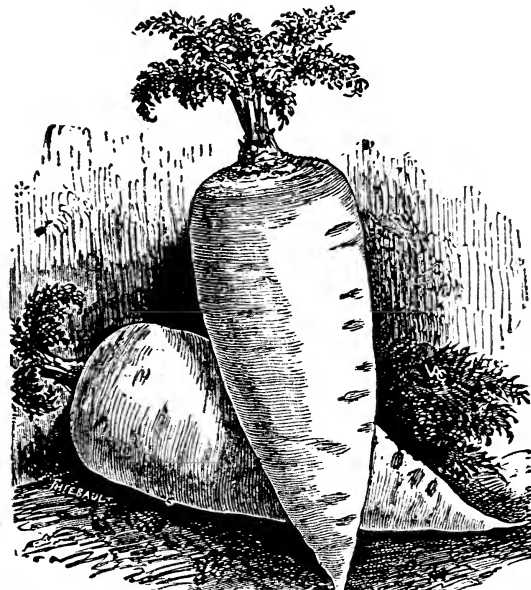
Prices: All except V43 at same price: Pkt., 5c; special pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.00; prepaid.

V40. OXHEART. Short but thick roots, bright orange flesh; best for heavy soil; good table sort and all right for stock also.



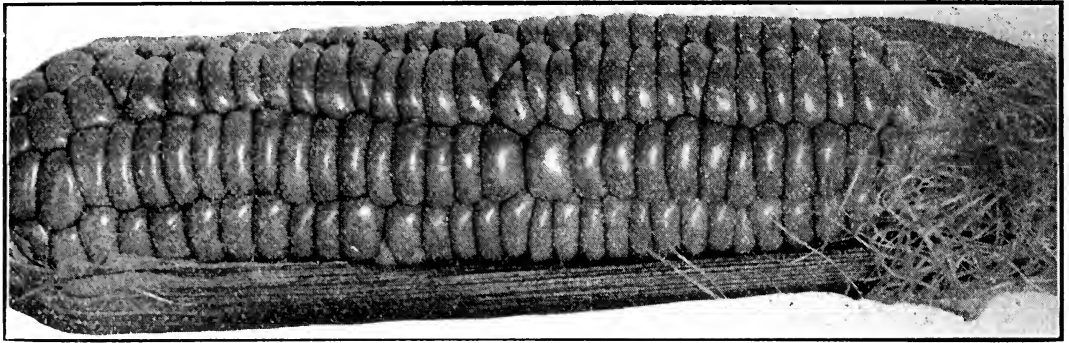
V41. DANVERS HALF LONG. Smooth medium length, orange color roots. A standard for table or for stock. Heavy yielder.

V42. CHANTANEY. Similar to Danvers but not quite so long; fine grained and sweet.



V43. GIANT WHITE BELGIAN. Grows one-third out of the ground, top somewhat green and portion under ground white. Heavy cropper and a great stock carrot. Pkt., 5c; oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 90c.

LONG'S Acclimated SWEET CORN Seed



LONG'S Early "Peep O' Day"

V48. It's the early bird. Stands early planting and hustles right along as though knew how eager we are for first roasting ears of the season. Originally this variety was quite small, but my Colorado grower has been selecting for size, and you will find a decided improvement in size of this favorite early corn. A money-maker because people will pay almost any price for first roasting ears on the market. Size is not so important then as later in the season. Select, thoroughly matured, Colorado seed.

LONG'S Improved Golden Bantam

V49. If you plant just one kind of Sweet Corn, then make this the one. My Colorado strain has been improved the same as my Peep O' Day, by selection year after year, so that my stock now runs considerably larger than the regular Golden Bantam. Instead of just 8 rows, many ears will have 10 and 12 rows. One of the many good points about Bantam is that the silks or "whiskers" come out easily and leave a nice clean ear for cooking, while its special advantage over other varieties always has been and always will be its sweetness. In this it delivers the goods.

LONG'S New Giant Bantam

V50. Known also as Bantam-Evergreen, from crossing of these two splendid varieties, combining to a large degree the sweetness of Bantam and the size of Evergreen—a splendid combination. Try this in place of Evergreen, or plant part each. Peep O' Day, Bantam, Giant Bantam and Evergreen would make a great "Big Four" for succession, planted about same time.

V51. EARLY MINNESOTA. Well known medium early variety. Others are better.

V52. BLACK MEXICAN. Medium early; very sweet.

V53. STOWELL'S EVERGREEN. The standard big late Sweet Corn.

V54. COUNTRY GENTLEMAN. Tall, late, very sweet, with grains set zig-zag. Also called "Shoe Peg."

Sweet Corn Prices: All Sweet Corn at same price: Small Pkt., 5c; Special Pkt., 10c; ½ lb., 20c; lb., 30c; prepaid.

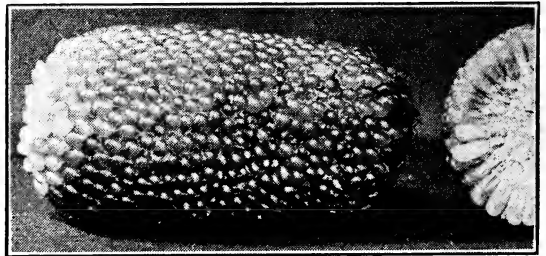
5 Lb. Lots: 2nd zone, \$1.15; 3rd, \$1.20; 4th, \$1.29; 5th, \$1.38.

10 Lb. Lots: 2nd zone, \$2.20; 3rd, \$2.30; 4th, \$2.53; 5th, \$2.72.

Culture. For a succession of roasting ears you may plant one kind at different times or some of the early, medium and late sorts at one time. Many now plant just two kinds—Peep O' Day for extra early and then plant Golden Bantam every few weeks until early in July. You can't go wrong by planting Golden Bantam early, medium or late. Try Giant Bantam also.

Avoid planting corn deep if ground is not thoroughly warm. Cover early plantings shallow. Plant in drills or hills. I prefer drills for Sweet Corn, thin to one stalk every ten inches or so.

LONG'S Japanese Rice Pop Corn



Grown by My Small Son, Everett.

Ears are short and "stubby," but so "heavy sot" or big around that the yield is something astonishing. This also because each stalk has several good ears. Some ears have as high as 32 rows, and the grains are very deep and slim.

The big thing about this new Pop Corn is the fact that it is almost without hulls. Hulls so thin and transparent that the Pop Corn just melts in your mouth. Is also called Tom Thumb Rice and several other names.

Price: Pkt., 10c; ½ lb., 20c; lb., 30c; prepaid.

Two Other Good Kinds

V56. WHITE RICE. Small pointed grains. Kind used by the Pop Corn wagons in cities. Pkt., 5c; ½ lb., 15c; lb., 25c; prepaid.

V57. MAMMOTH WHITE, or SPANISH. Extra large, sweet and tender. Great seller. Usually sells on cob in grocery stores. Extra early. Pkt., 5c; ½ lb., 15c; lb., 25c; prepaid.

Ask for prices on larger lots Pop Corn.

A POP CORN SECRET: In our dry climate Pop Corn often gets too dry to pop well. Put the shelled corn in cloth bag, dip bag into water few minutes, let water drain off, hang up near stove for day or so, then "try your luck" again. Good stunt!

LONG'S Cucumbers—Best Pickling and Slicing Kinds

Culture. Plant (May and June) in hills a few feet each way. Most varieties are good for pickles when small or will do for slicing if left to grow larger. Early Fortune is especially good for either pickling or slicing.

Prices: All Cucumbers at: Pkt., 5c; Special Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.25.

V60. KLONDIKE. Very early strain of white spine type with dark green skin.

V61. EARLY FORTUNE. Fine for pickles when small, and good slicer if allowed to grow to large size. Fruits very uniform.

V62. EARLY WHITE SPINE. An old favorite, still good.

V63. BOSTON PICKLING. Standard for pickles. Same as Boston Pickling.

V64. IMPROVED LONG GREEN. Always good.

V65. DAVIS PERFECT. So nearly perfect in shape that often brings extra price in the market. Very good.

V66. JAPANESE CLIMBING. Used same as any other cucumber. May be trained over fence or trellis. Or let vines run on ground.

V67. WEST INDIA GHERKIN. Small "cuc," 2 to 3 inches. Fine for pickles. Seeds very small. Pkt., 5c; ½ oz., 15c; oz., 25c.

LONG'S Head Lettuce

Prices: All varieties Lettuce (except V72) at same price: Pkt., 5c; Special Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.25.

V70. IMPROVED HANSON. Good heading variety and may also be used as leaf lettuce when young.

V71. ICEBERG. Similar to Hanson. Crisp and tender. Fine as leaf lettuce also.

V73. BIG BOSTON. Popular market variety.

V74. MAY KING. Extra early, cabbage-like heads.

V75. DENVER MARKET. Rather loose head; leaves light golden green, beautifully savoyed or crimped.

V76. EARLY PRIZE HEAD. Forms large loose head. Leaves crimped; tinged brownish-red. Tender, crisp and sweet.

Rohnert's Special Stock

V72. LOS ANGELES. A Boulder man, just returned from California, said to me: "I wish you would find out what kind of head lettuce it is they grow around Los Angeles. It's the finest I ever saw, and I want to plant some."

I ran this down and found it to be the **Los Angeles** variety, known as such in California but called also, in the east, New York or Wonderful. I've been selling this seed several years now and **Wonderful** is right. Furthermore, I got in touch with the seed grower who has developed such a fine true strain of **Los Angeles** that most of the large market gardeners out on the coast will use no other if can get "**Rohnert's Special Stock**," the same as I now offer you. It's a curly instead of smooth-leaved variety and may be used as leaf lettuce also when young.

Growing Head Lettuce in the foothills of the Rockies is now a big industry, and these Colorado growers have gotten wise to **Los Angeles**. I recently sold one grower 15 lbs. and another 25 lbs. Head Lettuce does best in cool spring or fall months, not in hot summer. Should have rich ground, be transplanted like cabbage and kept well-tilled. Mountain climate is ideal for Head Lettuce. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50.

Note: Lettuce, like cabbage, heads better if seed is several years old. For best results keep a year's supply ahead.

LONG'S Leaf Lettuce

V77. BLACK SEEDED SIMPSON. Grows quickly, making fluffy loose bunch of tender creamy leaves of delicate flavor. Fine.

V78. GRAND RAPIDS. Makes large compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or coldframes. Good for open garden also.

LONG'S Water Melons**Kleckley's Sweet or Rocky Ford**

Culture. Suggestions as given for musk melons will apply about same to water melons. New ground is excellent for melons.

Kleckley's Sweet (known also as Rocky Ford) is by far the best Colorado melon. **Ice Cream** is smaller and earlier, and a great favorite with some. **Tom Watson** has been tried out by some of our market gardeners and is remarkable for its size and quality. Add to these **Cole's Early** and you can cut out all the rest. I don't mean to say there are no other good melons, but these fill the bill. But of these Kleckley's Sweet is the best all around Western melon.

Pkt. Prices. All Melons at: Pkt., 5c; Special Pkt., 10c.

V92. KLECKLEY'S SWEET. The skin is dark green, flesh bright scarlet, ripening close to the skin. Seeds white, lying close to the rind, leaving a large solid heart which does not crack open when ripe. The scarlet flesh is sweet and sugary and of such texture that it leaves no strings of pulp whatever in eating. Oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 90c.

V93. TOM WATSON. Great shipping melon. Larger and firmer than Kleckley, but not quite so sweet. Oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 90c.

V94. ICE CREAM. Fine, sweet, early melon for home use or close market. Will not stand shipping. Oz., 15c; $\frac{1}{4}$ lb., 30c; lb., 70c.

V95. COLE'S EARLY. Black seeded early variety. Oz., 15c; $\frac{1}{4}$ lb., 30c; lb., 70c.

LONG'S Musk Melons

Prices: All Musk Melons, except Greeley Wonders, at same price. Pkt., 5c; Special Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 45c; lb., \$1.25.

V80. ROCKY FORD. The well-known thoroughbred strain.

V83. ROCKY FORD. Pollock No. 10-25 Salmon Tint. New. Now the great favorite in salmon flesh cantaloupe. Rocky Ford size and type, but netting more heavy and even from stem to blossom. Size uniform; melons rust-resistant and medium early. Melons cut with golden center, shading out to emerald green near the rind. Best of the Rocky Ford class. Is firm and good shipper, now being grown almost exclusively by large shippers.

V85. EMERALD GEM. Not large, but early and very sweet. Does not stand shipping. Is home or nearby market melon, and a good one. Salmon flesh.

V86. BURRELL'S GEM. Good market variety; salmon flesh. Keeps well.

V88. BANANA. Long, cucumber-shaped melon.

V89. HONEY DEW. A large late melon of the Casaba class. If fails to ripen before frost it may be covered with straw and will ripen for later use. Keeps long time.

V90. GARDEN LEMON. Used for sweet pickles and preserves. Pkt., 5c; oz., 20c.

CULTURE.—Somewhat sandy soil is ideal, though not necessary for musk melons. Ground should be rich for best results. After ground is warm and no danger from frosts, plant in hills 6 feet apart, 8 to 12 seeds in hill, thin to 4 plants.

**Parsley**

Culture. Soak seed in tepid water a few hours before planting. Cover $\frac{1}{2}$ inch.

V125. DARK MOSS CURLED. Fine for garnishing. Pkt., 5c; oz., 15c; $\frac{1}{4}$ lb., 50c.

**MUSTARD**

One of the substitutes for spinach. Easily grown.

V122 $\frac{1}{2}$. WHITE. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 30c.

V123 $\frac{1}{2}$. OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. Pkt., 5c; oz., 15c; $\frac{1}{4}$ lb., 40c.

**EGG PLANT**

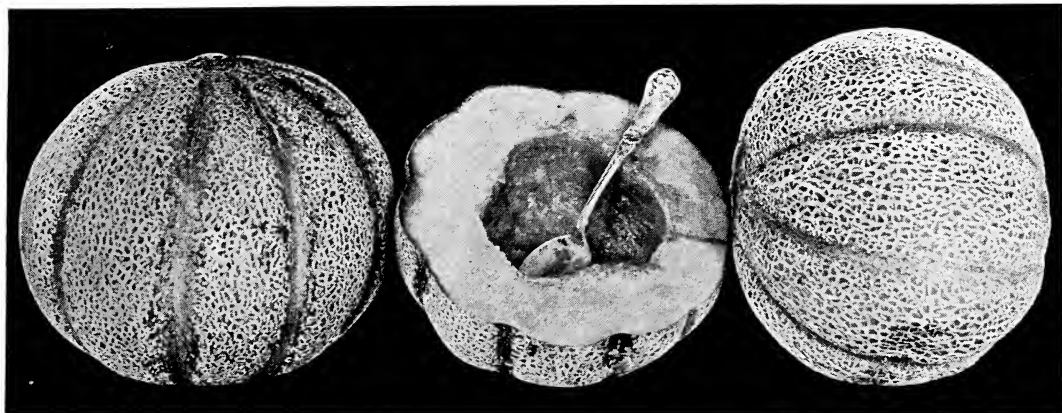
CULTURE.—Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

V68. BLACK BEAUTY. An early improved variety. Pkt., 5c; $\frac{1}{2}$ oz., 30c; oz., 50c.

NO PLANTS

Am not lined up to supply Egg Plant plants this season.

LONG'S Select (COLORADO GROWN) MELON SEED



LONG'S Greeley Wonder Melon—"Sweet as Honey"—Sure "Yum-Yum"

LONG'S Greeley Wonder Musk Melons

V91. Eight years ago I discovered this melon growing in a few of the best market gardeners' fields around Greeley. No one seemed to know the exact history of the melon, though it was originated by a Greeley gardener some years before.

This melon was so truly wonderful that I named it Greeley Wonder and was the first to introduce it outside the Greeley district.

It has been one of my big specialties ever since, and I have taken great pains and pride in keeping the strain pure and improving the quality. I offer you this selected seed that will produce melons three times the size of Rocky Fords and a week to ten days earlier.

Just think what that means! It means that you get highest prices on account of being first in the market. It means that each melon will bring you several times the price of ordinary melons, on account of size and quality. It means satisfied customers.

The picture gives you an idea of the shape of Greeley Wonder. It has salmon flesh, ripens close to the rind, and the flavor is best ever. In size it runs 12 to 16 to full size crate, and 6 to 8 to the flat.

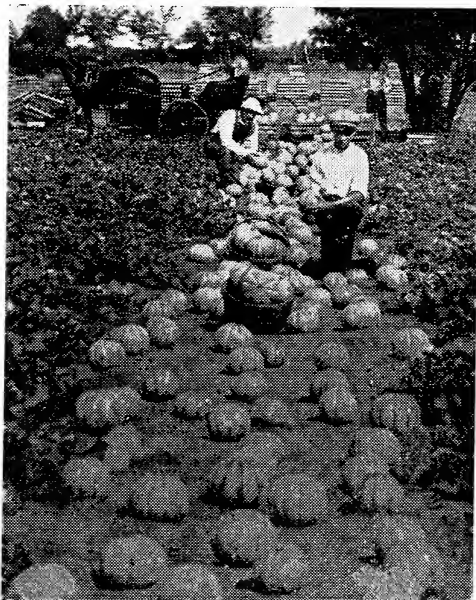
In weight, Greeley Wonder runs from 4 to 6 pounds under average conditions, though 7 to 9 lb. melons are not uncommon, while one grower reports a 12-pounder last season.

Greeley Wonder melon seed, that is, good seed, will never be cheap, for two reasons: It yields a small amount of seed for its size, and the demand for the melons is so great that gardeners make more selling melons than they could make to save seed even if they got more than retail prices of ordinary melon seed.

Greeley Wonder has no competition when displayed beside Rocky Fords and other commercial varieties. It sells when they are a drug on the market. A Boulder gardener sold a lot of his Greeley Wonders last fall at 25 to 40 cents each.

Price: Pkt., 10c; oz., 30c; ¼ lb., \$1.00; 1 lb., \$3.00.

Important. A hail storm struck some Greeley Wonder melon fields in Northern Colorado last summer, before the melons were ripe, rendering them unfit for selling. Many of these immature melons were cut for seed. While it is possible such seed may give fair results, yet it goes without saying that sound seed from matured melons is the best to plant. **LONG'S** Tried and True Greeley Wonder seed was saved for me by W. B. Foster, one of Greeley's best growers, from field not in the hail strip or otherwise damaged.



GREELEY WONDER MELONS

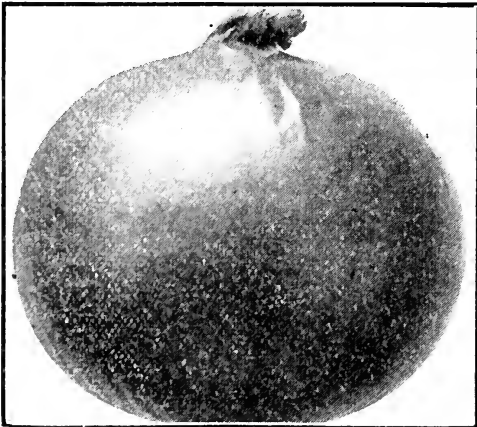
"Want to tell you how much we enjoy the pansies. I set the plants out just before the big snow storm and they were covered more than two weeks with several feet of snow, but didn't seem to mind the 'squeeze' much, and started blooming right away. We never saw a pansy bed with so many different colors and markings."
—C. W. Cass, Hillcrest Ranch, Castle Rock, Colo.

LONG'S High-Grade Tested Onion Seed



LONG'S Mountain Danvers Special Improved Strain

V103. Over on the Western Slope, way up over 6,000 feet, there was a man with an idea 22 years ago. This man believed he could develop an Onion that would yield well and mature perfectly in his section, where onion growing had been given up on account of the short season. This man made good. By selecting and re-selecting he finally "built" Mountain Danvers.



For years Mountain Danvers onion made a great record as a flat to medium globe and not uniform in color or type. Then my friend, A. L. Franklin, took it in hand and by years of selection brought it up to an ideal globe of unvarying golden yellow color. The bulbs are as sound as baseballs and almost as perfect in shape. Necks thin; few or no scullions.

LONG'S Improved Mt. Danvers is extra early, often being ready for market before main crop varieties come on, when it brings much higher prices. It is also one of the best main crop kinds, keeping and shipping especially well.

LONG'S Improved Mt. Danvers insures a crop in many localities where season is short and where ordinary kinds would not make good. Yet it is also meeting with much favor in lower altitudes. In some localities it does not attain as large size as the Southports and other globes, while in others it has been grown to weigh a pound, record yields of 600 sacks to the acre being made under ideal conditions over on the Western Slope where this Onion originated. Pkt., 10c; oz., 30c; ¼ lb., 90c; lb., \$2.70.

Except where noted, all Onion Seed at:
Pkt., 5c; Special Pkt., 10c.

LONG'S Ohio Yellow Globe

V106. The Ohio Yellow Globe has proven a sure cropper and large yielder, and is among the earliest to ripen. It's a mild onion of true globe shape, but bottom flatter than the Southports; neck very small. Oz., 25c; ¼ lb., 60c; lb., \$1.70.

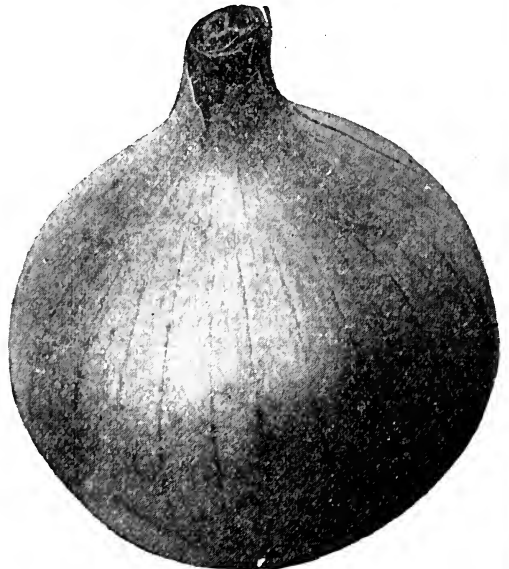
LONG'S Yellow Flat Danvers

V96½. Medium size Yellow Onion, good for general use and used largely for growing Onion Sets. Oz., 25c; ¼ lb., 60c; lb., \$1.60.

LONG'S Red Wethersfield

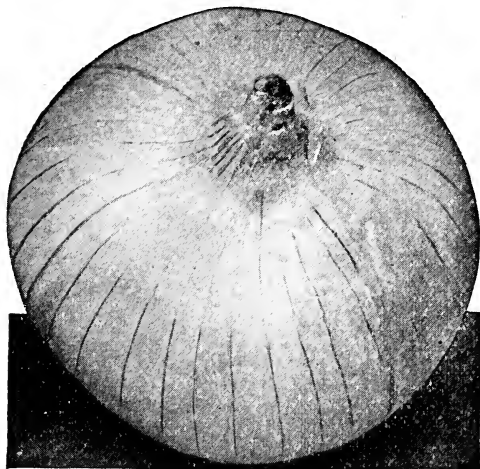
V99. An old red variety of the flat type, very popular in the South and does well in our section, though the Red Globe is now taking first place. Most red sets are grown from Red Wethersfield seed. Oz., 25c; ¼ lb., 60c; lb., \$1.70.

LONG'S Select Prize-Taker



V96. The big yellow variety, acclimated from the popular Spanish Onion. Takes full season to mature; is poor keeper; should be used or marketed early. Oz., 25c; ¼ lb., 75c; lb., \$2.00.

LONG'S White Silverskin



V102. (Also called White Portugal and White Danvers.) About size and shape of Yellow Flat Danvers, but pure white. Is early, mild and long keeper. The standard for growing White Onion Sets. Also planted largely for bunching and pickling onions. If for pickling the seed should be sown very thick to prevent bulbs becoming too large. Oz., 30c; $\frac{1}{4}$ lb., 80c; lb., \$2.50.

LONG'S Ideal White Globe

CRYSTAL-LIKE SKIN

GLOBE OF FINEST QUALITY



V97. Just what you may have been looking for in an ideal globe. Pure white, long keeping onion that will mature in good season. Oz., 30c; $\frac{1}{4}$ lb., 80c; lb., \$2.50.

LONG'S Australian Brown

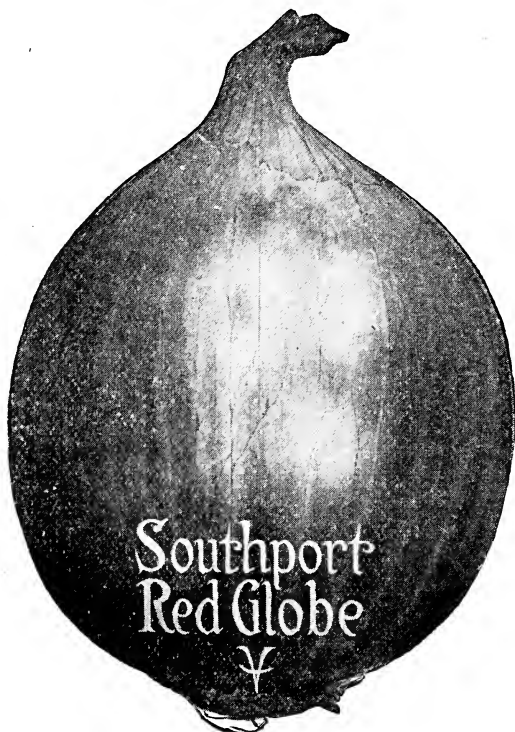
V100. Very solid Onion of light brown color; matures early; keeps well. Color not uniform. Oz., 20c; $\frac{1}{4}$ lb., 60c; lb., \$1.60.

LONG'S Early Barletta

V101. An early white variety used for pickling. Plant very thick. Oz., 30c; $\frac{1}{4}$ lb., 80c; lb., \$2.50.

LONG'S Southport Red Globe

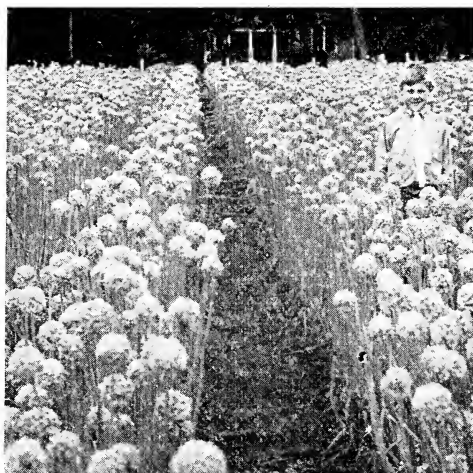
"Made in Colorado"



V104. Grown from carefully selected bulbs of the popular market variety, large Red Globe—ideal type, deep rich red color. A money-maker for market and splendid for the home garden. My Colorado-grown select seed of strong vitality goes a long ways towards insuring your Onion crop. Oz., 25c; $\frac{1}{4}$ lb., 75c; lb., \$2.00.

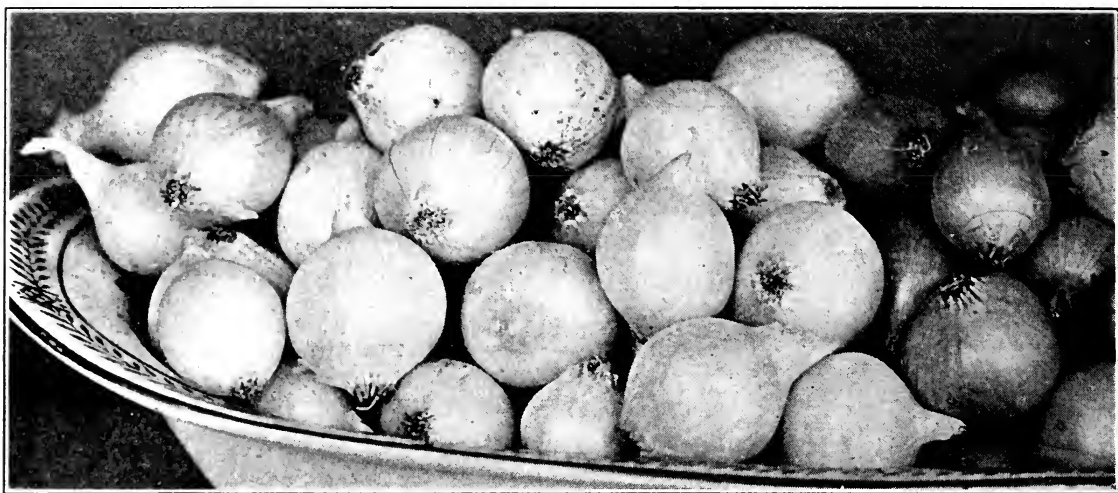
LONG'S Southport Yellow Globe

"Made in Colorado"



V105. A good running mate for my select Colorado-grown Red Globe. Highest grade seed, grown only from carefully selected bulbs true to type and color. Oz., 25c; $\frac{1}{4}$ lb., 75c; lb., \$2.00.

LONG'S Colorado Grown "Hand-Polished" Onion Sets



That's no joke. These sets are actually hand-polished as they are rubbed by hand to remove all the dirt, roots, tops and any other trash.

LONG'S Onion Sets are grown right, matured perfectly, handled with care, by Mr. G. J. Hafendorfer of Greeley, who has reduced this work to a science and sure delivers the goods. I was his first customer for sets, outside his home town. For years we have both taken great pride in supplying my trade with the best.

Plant sets thick for growing green onions. It's a waste of space to string them out several inches apart in single row. Make furrow two inches deep with hoe, and place the sets in double or triple rows an inch apart each way. For growing large dry bulbs from sets place the sets two inches apart each way. Cover with hoe. The job is easily and quickly done this way.

For a succession of fresh Green Table Onions, plant sets at different times, from early March until July. Odds and ends of ground, beds from which early vegetables have been removed, can be utilized to good advantage by planting to sets.

Large Dry Onions for fall and winter use are easily raised from sets. Costs more than to plant the seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is obviated. Use the smaller size sets for growing large bulbs. Plant hazel or tiny size, not the larger unless you have to, as the smaller sets are cheaper even at higher price per quart and make better onions. In case seed stalks appear they should be pinched out at once.

Prices for Regular Sets

RED or YELLOW.	2nd Zone	3rd Zone	4th Zone	5th Zone
Quart	\$.17...	\$.18...	\$.20...	\$.22
4 Qts.....	.55...	.59...	.67...	.75
8 Qts.....	1.00...	1.08...	1.24...	1.40
16 Qts....	1.90...	2.06...	2.38...	2.70
32 Qts....	3.50...	3.82...	4.46...	5.10

WHITE.

Quart19...	.20...	.22...	.24
4 Qts.....	.65...	.69...	.77...	.85
8 Qts.....	1.20...	1.28...	1.44...	1.60
16 Qts....	2.20...	2.36...	2.68...	3.00
32 Qts....	3.90...	4.22...	4.82...	5.50

LONG'S Hazel Size Sets

(In Yellow and White Only.)

If you want the most and the best sets for your money, then order my Special Hazel Size Sets. They are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold, will send up a seed stalk. This does not matter so much if onions are grown for early green onions, but if wanted for mature dry bulbs the seed stalk causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

Honest to goodness, I do believe my Hazel Size Sets are worth four times as much per quart as lots of sets doled out from stocks that are sprouted, soft and punky. I've seen such sets sold that contained only 75 or so sets, such as they were. If a quart of my hazel sets doesn't count out almost if not fully 300 sound, solid sets I want you to holler and I'll give you more to make 300.

Prices for Hazel Sets

(About 300 to the Quart.)

YELLOW.	2nd Zone	3rd Zone	4th Zone	5th Zone
Quart.....	\$.30...	\$.31...	\$.33...	\$.35
4 Qts.....	1.00...	1.04...	1.14...	1.20
8 Qts.....	1.70...	1.78...	1.94...	2.10
16 Qts....	3.20...	3.36...	3.68...	4.00
32 Qts....	5.80...	6.12...	6.76...	7.40

WHITE HAZELS.

Quart.....	.33...	.34...	.36...	.38
4 Qts.....	1.10...	1.14...	1.22...	1.30
8 Qts.....	1.90...	1.98...	2.14...	2.30
16 Qts....	3.30...	3.46...	3.78...	4.10
32 Qts....	6.00...	6.32...	6.96...	7.60

(No Red Hazels. Bags weighed in.)

"I never saw such nice onion sets. Have not taken time to examine the rest of the shipment, but from your reputation here I don't think it is necessary."—Mrs. Fred S. Davis, Yuma, Colo.

LONG'S "Prize-Taker" Sets.

You don't often get a chance to buy good genuine **Prize-Taker** sets, for the reason it is hard to produce them, but our friend Hafendorfer puts it over all right. He has grown me a dandy lot of these special sets, though I fear not enough to supply all the orders I shall get for them.

By planting **Prize-Taker** sets you can not only grow the finest, mild Early Green Onions, but can also get matured bulbs of large size long before onions from seed are ready. The sets vary in sizes up to about one inch, and all are somewhat long instead of round, as the **Prize-Taker** is more of a Globe Onion, you know.

Prices: Same as for White sets. See list.

LONG'S "Tiny" Onion Sets

The smallest of all Onion Sets, about the size of a large garden pea. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed.

LONG'S Tiny Sets are especially valuable for growing regular onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart, and practically every set will make an onion, the crop maturing earlier than onions from seed.

Will have a limited supply of Tiny sets, in Yellow and White. Price for Yellow: Pint, 30c; quart, 50c. Price for White: Pint, 35c; quart, 60c; prepaid.

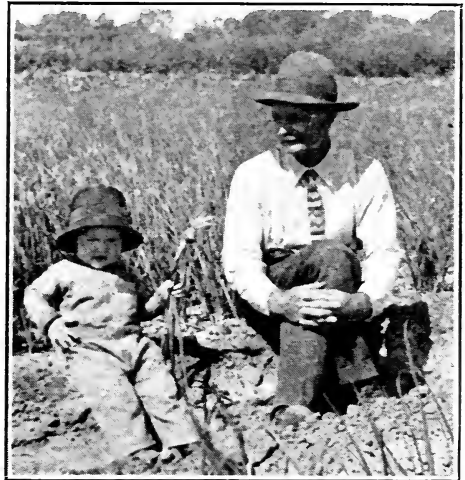
**A. L. Franklin Drying *LONG'S* Improved Mountain Danvers Onion Seed****What Onions to Plant**

While this depends some on local conditions and also local demand, yet you will find the country over that the Globe Shape Onions take the lead. Large market growers plant the Globes almost exclusively because they yield heavy, keep well, are in best demand and bring highest prices. For the same reasons the Globes are among the best for home gardens.

On account of their shape the Globes are most economical in space required when growing, as being deeper from top to bottom they will make more tonnage than the Flats on same area. Among the best Globes are Red and Yellow Southport, these being heavy yielders and standard market sorts; Improved Mountain Danvers; Ohio Yellow Globe, and Prize-Taker. The latter is a fine large mild onion and good yielder, but not so good keeper or shipper as the others. Silverskin and White Globe are both fine and keep well.

How to Grow Onions

Culture: Give Onions your richest and cleanest ground. Have seed bed very fine and level. Sow early. Use one ounce seed to 100 to 150 feet of row, 4 to 5 pounds to the acre. Rows or drills may be 12 to 16 inches apart for field culture, closer for small plots worked by hand. Thin if very thick, and large bulbs wanted, to about two inches, but onions will grow a good deal thicker, almost on top of each other, just so their roots are in the ground. Do not hill up the rows, but work soil away from bulbs instead. Water moderately until begin to bowl, then give plenty water.

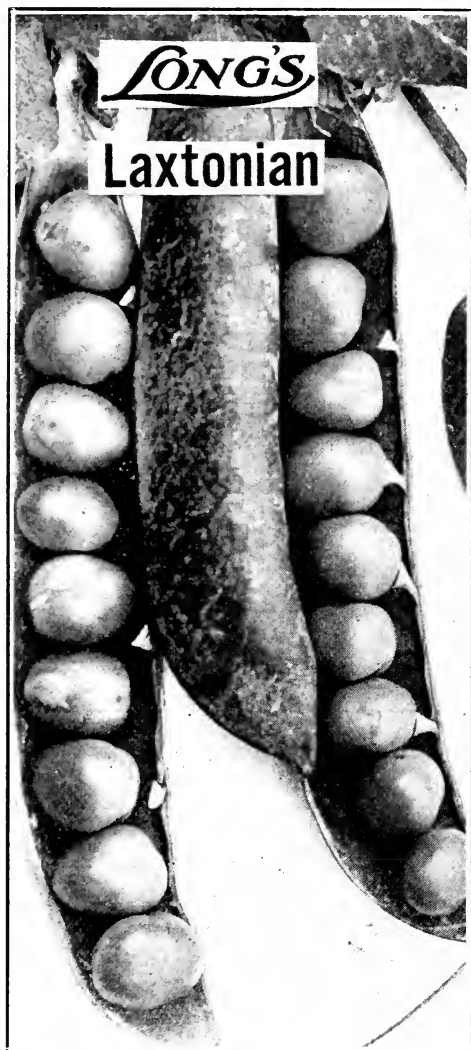


Mr. Frank Laybourn and grandson "Jimmy" resting after weeding Frank's 8-acre field of **LONG'S** Red and Yellow Southport Globe Onions, near Greeley, last July. Mr. Laybourn averaged 320 sacks to the acre. The onions were rich in color and true to shape or type.

"In the same row I planted some commission seed peas and some J. D. Long's. Wish you could see the difference. The J. D. L. peas are much the best."—Mrs. C. C. Yoder, Fort Collins, Colo.

Western Grown Peas

LONG'S Early Laxtonian



V406. Just think of it! Only a few days later than Alaska; as early as American Wonder, but pods twice as large and plenty of them. Laxtonian vines are medium height and so stout that require no staking. Pods 4 to 4½ inches long with 7 to 10 large and luscious peas. Takes only a few minutes to gather and shell a mess for dinner, as pods so large and easily picked by handfuls from the short vines. Rivalled in its class by Blue Bantam, which is similar and equally as good. ½ lb., 25c; lb., 40c.

All PEAS at 10c per Pkt.

V410. ALASKA. Early; seed smooth. ½ lb., 15c; lb., 25c.

V412. AMEER or GIANT ALASKA. Only several days later than Alaska but much larger pods and peas. Taking place of Alaska with many; seed smooth and will stand very early planting. ½ lb., 20c; lb., 35c.

V414. AMERICAN WONDER. Discontinued account English Wonder same type and season but larger and better.

V416. DWARF CHAMPION. Second early; medium, rugged vines; large, well-filled pods; very good. ½ lb., 25c; lb., 40c.

V418. DWARF DEFIANCE. Similar to Dwarf Champion, but vines still stouter; pods a trifle larger. ½ lb., 25c; lb., 40c.

V420. DWARF TELEPHONE. Medium vine; large pods and peas. ½ lb., 25c; lb., 40c.

V422. EDIBLE POD. Pods as well as peas are cooked, like beans. ½ lb., 20c; lb., 35c.

V424. ENGLISH WONDER. Dwarf vine; pods larger and more abundant than American Wonder; fine. ½ lb., 25c; lb., 40c.

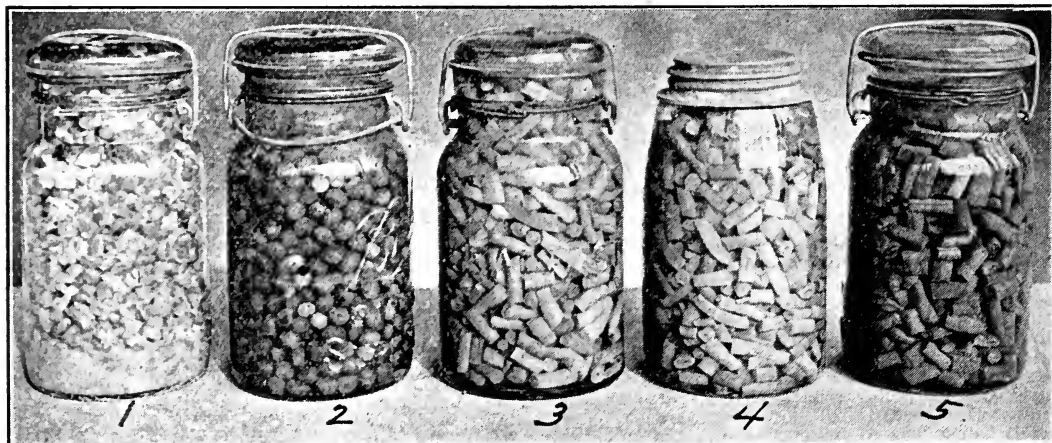
V426. EVERBEARING. Late pea that bears for long time. Dwarf Champion and Defiance were better in my trials last year. ½ lb., 20c; lb., 35c.

V428. GRADUS. Pods and peas size Laxtonian, but vines taller and not so rugged. ½ lb., 20c; lb., 35c.

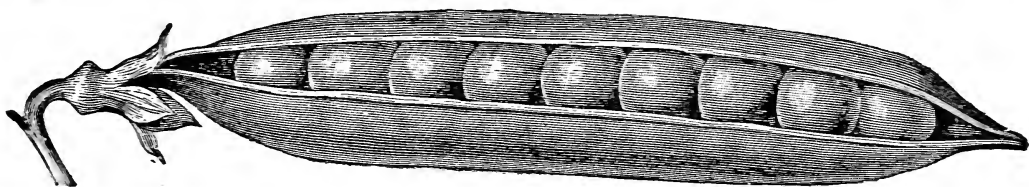
V432. LITTLE MARVEL. Short vine; pods small but well-filled. ½ lb., 20c; lb., 35c.

V434. STRATAGEM. Similar to Dwarf Champion. ½ lb., 25c; lb., 40c.

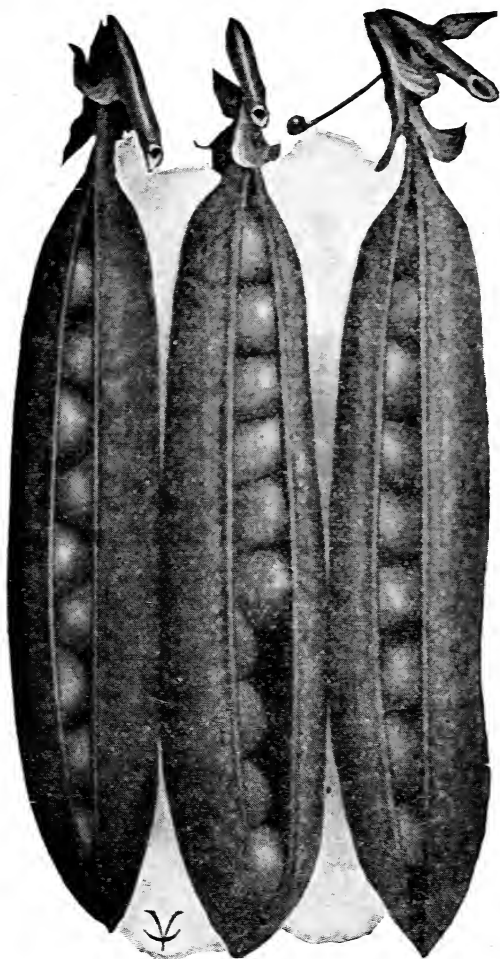
V436. TELEPHONE. Very tall vine; pods large. Should be staked. ½ lb., 20c; lb., 35c.



"We eat what we can, and what we can't eat we can"

LONG'S Montana-Grown Early Giant Pod "Blue Bantam"

V408. Nothing small or "Bantam" about this pea but the vines, which run 12 to 16 inches according to season, soil, water and cultivation. But the PEAS! Fine big pods, usually well-filled, with large and luscious peas. So like Laxtonian in every way that it's a toss-up as to which is the better. You can't lose if you bet on either one. $\frac{1}{2}$ lb., 25c; lb., 40c.

**Three Giant Second-Earlies**

Dwarf Defiance, Dwarf Champion and Stratagem are all so large and fine that I hesitate to praise one lest the other two be justly offended.

"Your Early Wonder beet was fine and earlier than others. There is no other bean equal to your Brittle Wax."—Wm. N. Olson, Lindsborg, Kan.

"Thank you for the generous way you filled my order. Substitutions were perfectly satisfactory."—Mrs. A. P. Hammond, Fort Collins, Colo.

LONG'S Talk About Peas

"Be not the first by whom the new is tried, nor yet the last to cast the old aside," might well apply to garden peas. There are now so many greatly improved varieties of recent introduction, yet thoroughly tried and proven of merit that it is wise to stick to them a while, rather than chase after every "novelty" offered at higher prices.

And as for casting the old aside, it's time we should ditch some of the older kinds and plant the newer and better ones.

Take Alaska, for instance: Alaska is a small podded sort, still of some value because it will stand extremely early planting. It is especially valuable for canning factories because the crop is nearly all ready at one time. But for the home and market garden it should be planted sparingly, if at all, because the large and luscious kinds, such as Laxtonian, Blue Bantam, etc., are so much better when they come in, which is very soon after. Ameer is larger and better than Alaska, also smooth seeded, standing early planting and only several days later.

I planted all varieties the same day last year for comparison. Liked Laxtonian and Blue Bantam best of the earlies, though English Wonder sure did hang thick and full of pods of medium size, plump and full of fine peas. Dwarf Champion, Defiance, Stratagem, Dwarf Telephone were all close together as to season, size and quality. Any of these are fine for second early, planted same time or soon after Laxtonian. Space will not permit other comparisons. Most gardeners do not plant peas thick enough. If you have the water, then sow thick in a two-inch furrow, about a pound to 125 feet. A packet of pea seed might do for a toy garden but won't go far for supplying the family table. And for canning you want a plenty so you can pick a lot all fresh at one time.

These are simply my own ideas or notions. Do just as you please, however!

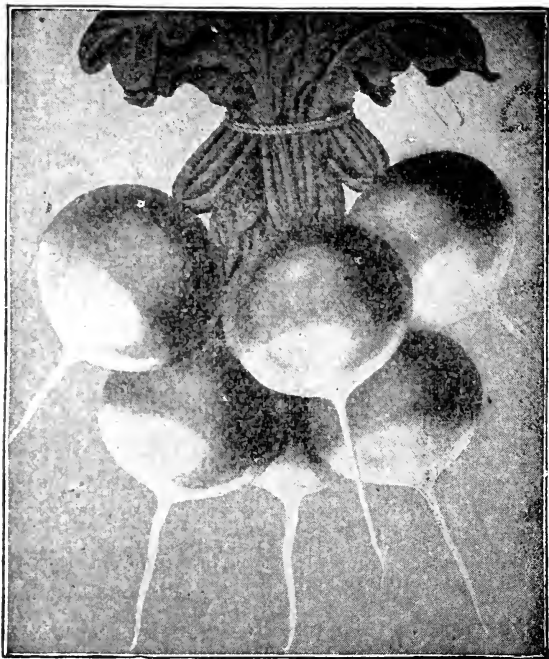
Quantity Prices on Peas

3 lbs., your choice, alike or assorted (lb. or more of a kind) for \$1.00; 10 lbs. for \$3.00, within 4th zone. For other zones add for each lb.: 5th zone, 2c; 6th zone, 4c; 7th zone, 6c; 8th zone, 8c.

"We decorated with your American Beauty asters one evening when we had company and people couldn't believe we grew so many and such large ones here."—Ella A. Stonebraker, Red Cloud, Nebr.

"Minnesota No. 13 planted May 19th—roasting ears July 29th."—Mrs. J. S. Jent, Regnier, Colo.

LONG'S Crisp Radishes for Home and Market



Culture. Radishes must grow quickly to be tender. Sow a few early—just take a chance on them—and then sow every few weeks all spring and summer, to have fresh, crisp radishes whenever wanted.

All Radish, Pkt., 5c; Special Pkt., 10c

V135. EARLY SCARLET TURNIP, WHITE

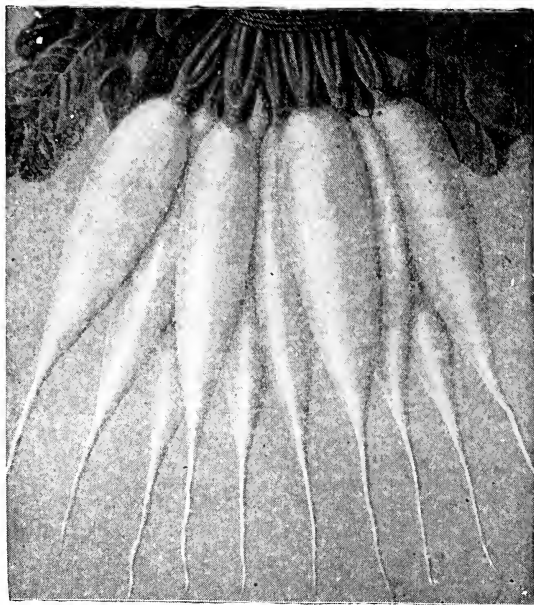
TIP. Quick growing variety, very attractive for bunching account rich red color, except bottom, which is white, as illustrated above. Oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 90c.

V137. GLASS, or CINCINNATI MARKET. Corresponds to Icicle, but color is red. The best long red. Oz., 15c; $\frac{1}{4}$ lb., 30c; lb., 75c.

V138. FRENCH BREAKFAST. An old favorite of the half long type. Color red, shading to white at base. Soon gets pithy and should be sown often to provide supply crisp radishes. Oz., 15c; $\frac{1}{4}$ lb., 30c; lb., 75c.

V140. WHITE STRASBURG. Similar to Icicle best long red. Oz., 15c; $\frac{1}{4}$ lb., 30c; lb., 75c.

V141. CRIMSON GIANT. Here's a hummer! Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I planted Crimson Giant on September 1st, and we had the finest radishes until November. Oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.00.



V136. WHITE ICICLE. Not in a thousand years could you think of a better name for this popular radish. The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September. My stock of this is very fine. Oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.00.

V142. CHINESE ROSE (Winter). Pink, oval or half long. Oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 85c.

V143. WHITE CHINESE (Winter). Very large, mild and juicy. Extra fine. Oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.00.

V144. BLACK SPANISH (Winter). Long, almost black. Oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 85c.

V139. MIXED RADISH. Good mixture of all sorts but Winter. Oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 60c.

LONG'S Parsnips



Culture. Sow early in deep mellow soil, pressing soil after planting.

V126. HOLLOW CROWN. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 70c.

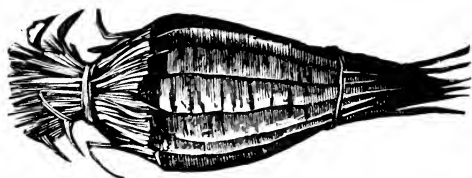
LONG'S Pumpkins

V132. SMALL SUGAR. The good old yellow pie pumpkin. Pkt., 5c; oz., 15c; $\frac{1}{4}$ lb., 35c; lb., 85c.

V133. LARGE FIELD. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 60c.

V134. KING OF MAMMOTHS. Largest of all pumpkins, yet good for pies as well as for stock. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.25.

LONG'S Vegetable Oyster



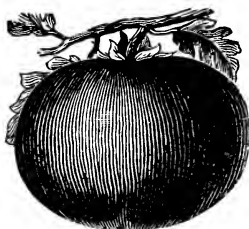
V176. Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Pkt., 5c; Special Pkt., 10c; oz., 25c; $\frac{1}{4}$ lb., 75c.

V177. RHUBARB. Pkt., 5c; oz., 20c.

V124 $\frac{1}{2}$. OKRA. Pkt., 5c; oz., 15c.

LONG'S Select Tomatoes

CULTURE.—Start the plants in hotbed or in house. You can grow your own plants. Gradually harden the plants to the outdoor temperature.



Except where noted, all tomato seed at 5c for small pkt.; Long's Special Pkt., 10c.

V154. EARLIANA. Is somewhat small, but earliest of all. Select seed. $\frac{1}{2}$ oz., 20c; oz., 40c; $\frac{1}{4}$ lb., \$1.00.

V155. BONNY BEST. Bright scarlet. Few days later than Earliana but larger and smoother. Good for early, medium and late. $\frac{1}{2}$ oz., 20c; oz., 35c; $\frac{1}{4}$ lb., \$1.00.

V156. CHALK'S EARLY JEWELL. Deeper red than Earliana, larger and better for main crop as well as good for early. $\frac{1}{2}$ oz., 20c; oz., 35c; $\frac{1}{4}$ lb., \$1.00.

V157. LIVINGSTON'S BEAUTY. Medium early, smooth, prolific, purplish-red. Standard main crop variety. $\frac{1}{2}$ oz., 20c; oz., 35c; $\frac{1}{4}$ lb., \$1.00.

V158. NEW STONE. Apple-shaped; large, heavy, deep red. Earliest of the large tomatoes. $\frac{1}{2}$ oz., 15c; oz., 30c; $\frac{1}{4}$ lb., 90c.

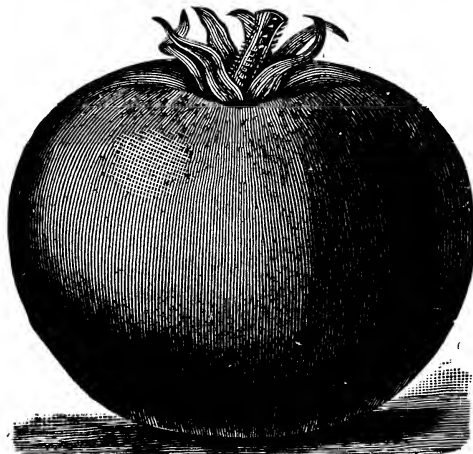
V162. PONDEROSA. Largest of all tomatoes, sometimes rough, few seeds. $\frac{1}{2}$ oz., 25c; oz., 45c.

V163. NEW JOHN BAER. Similar to Chalk's Jewell, yet better, for medium early or main crop. Highly recommended by our Agricultural College and County Agent, after several years' trial. Pkt., 10c; $\frac{1}{2}$ oz., 25c; oz., 40c; $\frac{1}{4}$ lb., \$1.25.

V164. YELLOW PEAR. Small pear-shaped tomato for preserving. $\frac{1}{2}$ oz., 20c; oz., 35c.

V165. GROUND CHERRY. Also called Strawberry or Husk Tomato. Each fruit in husk. Sweet and fine for preserving or pies. $\frac{1}{2}$ oz., 20c; oz., 35c.

LONG'S Early Red Head



V160. Many new varieties of tomatoes have been introduced, but few indeed have made good as has the Red Head. I made some strong assertions last year about Red Head, but after crops were ripe I have not had one bad report, but have received many good words for this really valuable variety. One

large grower here at Boulder said it was the only variety on which he made any money, because it was ripe and on the market while the prices were high, but by the time his Beauty came on, the price had gone down so it hardly paid to pick them.

Red Head is a "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the whole season. As I said last year, some vines are so loaded that it looks like a bucket of tomatoes had been poured around the plant.

I'm not so lop-sided as to claim this is the only tomato. My list contains other right good kinds, Best for the West.

But Red Head is a dandy and a money-maker. Best of all, my seed is all northern grown, acclimated, and, I believe, will produce ripe tomatoes still earlier than seed grown in other sections. Prices a little lower this year, also.

Small Pkt., 10c; Large Pkt. (200 seeds or more), 25c; $\frac{1}{4}$ oz., 35c; oz., \$1.00.

LONG'S Peppers



Culture. Peppers hard to germinate. Do not blame yourself, your hotbed or the seed if you fail to make them come through. Start them indoors or in hotbed. Transplant after frost.

V127. RUBY KING. Standard sort large sweet pepper. Pkt., 5c; $\frac{1}{2}$ oz., 25c; oz., 45c.

V128. CHINESE GIANT. Larger than Ruby King; mild. Pkt., 10c; $\frac{1}{2}$ oz., 35c; oz., 65c.

V129. LONG RED CAYENNE. Pkt., 5c; $\frac{1}{2}$ oz., 20c; oz., 40c. "Full of pep."

V129½. RED CHILL. Small, red, very hot. Pkt., 10c; $\frac{1}{2}$ oz., 25c; oz., 45c.

V130. PERFECTION PIMENTO. Sweetest and mildest of all peppers. Flesh very thick. Pkt., 10c; $\frac{1}{2}$ oz., 30c; oz., 60c.

V131. NEAPOLITAN. Earliest of all red mild peppers; fruit grow upright. Pkt., 5c; $\frac{1}{2}$ oz., 20c; oz., 40c.

V131½. NEW ROYAL KING. Similar to Ruby King but larger and flesh much thicker. Superior to Ruby King. Pkt., 10c; $\frac{1}{2}$ oz., 30c; oz., 50c.

"I am so well pleased with the onion sets, and will never buy the trash often sold by others for sets."—Mrs. Sophia Crylie, Salida, Colo.

LONG'S Spinach

V145. BLOOMSDALE, SAVOY LEAVED. One of the best early varieties.

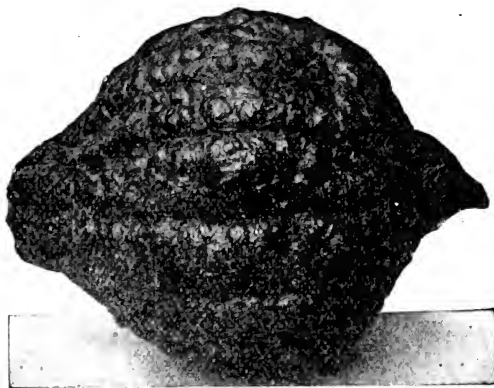
V146. MONSTROUS-LEAVED VIROPLAY. Vigorous growing early kind with large, thick dark green leaves.

Price for either the above: Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 50c.

V148. BOULDER "TREE" SPINACH. This is a decidedly different sort of spinach but a fine seed. Seed looks something like parsnip seed—a little larger and lighter. Seed so light that a little goes a long ways. May be cut as other spinach, but if allowed to grow it will attain a height of 6 feet. You can pick the leaves off at any stage of growth and will find them nice and tender. Flavor milder than other spinach. Pkt., 10c; oz., 20c; ¼ lb., 50c.

LONG'S Leeks

788. BROAD LONDON, or LARGE AMERICAN FLAG. This is a strong-growing variety, producing large thick stems of sweet flavor when properly blanched. Pkt., 5c; oz., 25c; ¼ lb., 75c; lb., \$2.25.

LONG'S Squash

All Squash: Pkt., 5c; Special Pkt., 10c.

V149. TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth. **LONG'S** Special stock. Oz., 15c; ½ lb., 45c; lb., \$1.50.

V150. SWEET POTATO. (Pike's Peak or Sibley.) Large oval squash, tapering at blossom end. Skin olive-green. The golden flesh, when baked, resembles finest sweet potatoes. Sure fine. **LONG'S** special stock. Oz., 15c; ¼ lb., 45c; lb., \$1.50.

V151. DELICIOUS. Varies in form and color but always good. Oz., 15c; ¼ lb., 40c.

V152. WHITE BUSH SCALLOPED. For summer use. Oz., 15c; ¼ lb., 40c.

V153. GIANT CROOKNECKED. Best of summer squashes. Oz., 15c; ¼ lb., 40c.

LONG'S Turnips

Culture. Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

I would sow sparingly of the Milans, because the White Egg and Purple Top White Globe are also good for early, more attractive, and better yielders.

All Turnips and Rutabagas, Pkt., 5c; Special Pkt., 10c.

V170. EXTRA EARLY PURPLE TOP MILAN. The earliest of all turnips. Medium size. Somewhat flat. Oz., 20c; ¼ lb., 50c; lb., \$1.25.

V171. EXTRA EARLY WHITE MILAN. Similar to V170, but pure white. Oz., 20c; ¼ lb., 60c; lb., \$1.40.

V172. PURPLE TOP STRAP LEAVED. Good for early or main late crop. Grows to large size. Oz., 15c; ¼ lb., 35c; lb., 90c.

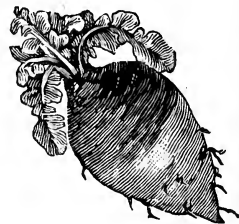
V173. WHITE EGG. Quick growing, egg shaped, pure white variety, for spring or summer growing. Good size. Oz., 15c; ¼ lb., 35c; lb., 90c.

V174. PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top. Superior to the old Purple Top Strap, which is flat. Oz., 15c; ¼ lb., 35c; lb., 90c.

V174½. AMBER GLOBE. Another good globe about same shape as White Egg, but color nearly yellow. Seems to do especially well in the mountains. Oz., 15c; ¼ lb., 35c; lb., 90c.

LONG'S Best Rutabaga

V175. AM. PURPLE TOP. Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Oz., 15c; ¼ lb., 35c; lb., 90c.

**LONG'S Kohl-Rabi**

Culture. Sow in rows outdoors about May 1st. Thin to 8 inches. Cultivate like cabbage.

Kohl-Rabi is grown for its turnip-shaped bulb, which is formed above the ground. The bulb should be used while young and tender. Set plants 8 in. apart.

786. EARLY WHITE VIENNA. The best for table use. Pkt., 5c.

LONG'S Herbs—All 10c Pkt.

*Caraway
*Catnip
Coriander
Dill—Oz., 15c
*Sage—½ Oz., 30c

*Fennel
*Lavender
*Marjoram
*Rosemary
Savory

LONG'S "Built-to-Grow" Vegetable Plants and Roots

I've never been keen about selling vegetable plants, for several reasons. One is that the weather is so uncertain, and climatic conditions so varied in the territory we cover, that it is mighty hard to handle this plant business so as to deliver the goods just when wanted and best time for setting them out. So I've side-stepped the vegetable plants more or less for several years.

Another reason is that vegetable plants are generally sold on a cheap basis, price being the first consideration. It costs money to grow, handle, pack well, and prepay good strong plants.

But I find there are a good many customers who must have plants, want good plants, and are willing to pay a fair price for as near "Tried and True" quality as we can get them. What I mean is that we can't specify certain size and quality of plants and always deliver such. Reason is that many adverse conditions may spoil best laid plans. For instance, last spring my gardener who grew my sturdy Red Head tomato plants woke up one morning and found four feet of snow on top of his tomatoes in cold frame, which almost ruined the whole works. But we will do our best to have a good supply of plants as listed and will, I trust, give you good value.

Order in advance. Don't wait until ready to plant. Will do our best to please, but do not promise to ship "by return mail," or any certain day.

Plants Prepaid. All plants are priced prepaid within 4th zone, as far as we care to ship. Notice that smallest quantity packed of any item is 50 cents' worth. Small orders cost about as much to handle and mail as larger ones. Pays you better to order larger amounts if you can use.

Transplanted Tomatoes

LONG'S EARLY RED HEAD. Since about 90% of my orders for tomato plants have been for Red Heads, I shall offer only this splendid variety. They will give you extra early tomatoes, also bear all season. But if you want other kinds you can start them yourself and have them come on later. These Red Head plants will be started very early, transplanted in cold frames and exposed for days in the open, to make them as hardened and sturdy as possible, which is one secret of getting ripe tomatoes very early.

The expense is justified by returns in tomatoes before the main crop is on the market. Just the first tomato, when worth 15 to 20 cents a pound, will more than pay for the plant—and you have all the rest to the good.

I have arranged with two of the best gardeners in Colorado to grow these plants for me from Tried and True seed, I supply. They know what I want and will do their best to make good. Plants from about May 10th to last of June.

Prices for LONG'S true Red Head, transplanted, seasoned, plants: 12 (smallest order packed) for 60c; 25 for \$1.00; 50 for \$1.50; 100 for \$2.50; 200 for \$4.75; 500 for \$10.00.

Yellow Pear Tomato Plants. That's right—I did forget these when said would offer only the Red Heads. Will sell you any amount Yellow Pear plants at 5 cents each, if included with order for Red Heads. A few of these are very nice to have. If order Yellow Pear only, then figure at Red Head prices, smallest order 50c.

LONG'S "Rough and Ready" Cabbage Plants

TWO KINDS

I'll not say we will transplant all our Cabbage Plants, but our plan is to transplant the earliest ones at least. Others, if not transplanted, will be grown far enough apart to develop good stalky plants, and all will be hardened before sent out.

Varieties. The best two—Copenhagen Market for early and Danish Round Head (Short Stem Hollander) for late or main fall crop. I advise Copenhagen Market for winter use, also if you delay planting until late, as will make quicker than Round Head and is very fine for winter as well as for early use. Plants ready early in April if season is favorable.

Prices. 30 plants (smallest order packed) for 50c; 75 for \$1.00; 100 for \$1.25; 200 for \$2.25; 500 for \$5.00.

LONG'S Cauliflower Plants

Plants grown same as cabbage, to develop good strong plants, hardened in the open. Early Snowball. Ready last of April to July 1st. Late plants do well.

Prices. 24 plants (smallest order packed) for 50c; 60 for \$1.00; 100 for \$1.50.

Pepper Plants With Pep

That's the kind we shall try to have for you—good plants that will make good, of the Chinese Giant mild type. Ready about May 20th.

Prices: 20 (smallest order packed) for 50c; 50 for \$1.00; 100 for \$1.80.

Transplanted Celery Plants

I've had best "luck" with transplanted celery plants. Losses are so small, if any, that these plants are worth much more than the soft, spindling seedlings grown thick, as usually grown and sold. The price of a plant isn't much compared to what a bunch of good celery costs now.

Prices for Self Blanching (early) and Pascal (late): 30 plants (smallest number, either kind, packed) for 50c; 75 for \$1.00; 100 for \$1.25; 200 for \$2.25; 500 for \$5.00. Ready early in June.

Asparagus Roots

Asparagus Roots: 12 for 50c; 36 for \$1.00; 100 for \$2.25; prepaid.

Rhubarb Roots: 4 for 50c; 9 for \$1.00; prepaid.

Horse Radish Roots: 12 for 50c; 35 for \$1.00.

Other Plants: Cannot supply vegetable plants and roots not in this list.

"Pansies received a few days ago. My wife and I wish to state that these pansy plants could not have been better, and if they do not grow it is no fault of yours, as they came in splendid shape, with such good roots. We thank you for filling this order so nicely."—C. B. Akard, Montrose, Colo.

"I never saw such beans to bear as the Brittle Wax."—Mrs. Art Ledbetter, Fort Morgan, Colo.

LONG'S* Tried and True Flower Seeds**LONG'S* Pot Marigold**

(*Calendula*.) Also called Scotch Marigold. Perhaps you received a sample packet of this from me last year and if so you know this easily grown and delightful ever-blooming flower. Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms and blooms and blooms. Last year I had only mixed colors. Now I offer three extra fine named kinds also.

Orange King. Enormous orange flowers, perfectly double.

Lemon Queen. Like Orange King but clear lemon-yellow. Very durable.

Nankeen. Large double cream flowers slightly flushed apricot. Unique.

Prices: Any these three fine kinds: Pkt., 10c; 3 for 25c.

F13. MIXED CALENDULA. Pkt., 5c; ½ oz., 20c.

**Japanese Morning Glory**

F72. Colors run from white through all shades of blue and red; from palest pink to darkest reds and purples. Many flowers streaked, mottled and bordered. The leaves are also very ornamental, ivy-like and heart-shaped, green and marbled. Climbers. Plant in warm location. Pkt., 10c; oz., 30c.

***LONG'S* Everlasting Flower**

Helichrysum or "Straw Flower." Don't miss this. See page 46.

***LONG'S* Ageratum (Floss Flower)**

Dwarf, compact plants, fine for borders, edgings or pots.

F1, Blue; F2, White; F3, Choice Mixed. Price for any kind: Pkt., 5c; ¼ oz., 25c.

***LONG'S* Sweet Alyssum**

Exceedingly popular border plant, useful in many ways in any garden. Puts the "finishing touch" to beds, walks, etc. Snow white; comes quickly from seed, and blooms continuously.

F4. LITTLE DORRIT. Similar to Little Gem, but still more compact and a finer variety. Costs me double the price of ordinary Alyssum. Pkt., 10c; ¼ oz., 25c; ½ oz., 40c.

***LONG'S* Amaranthus**

Graceful plants with ornamental foliage producing a striking effect as a background or centerpiece.

F5. All Kinds, Mixed. Pkt., 5c; ½ oz., 15c.

***LONG'S* Antirrhinum (Snapdragon)**

F7. *LONG'S* SPECIAL MIXTURE. Largest and finest kinds in rare variety of colors, for cut flowers or garden display. Pkt., 10c.

Separate Colors Snapdragon. White, Pink, Yellow, Red. Pkt., 10c.



Alyssum



Snap Dragon



Canterbury Bell



Four o'Clock

LONG'S Bachelor's Button

One of the favorite flowers in grandmother's garden and still as popular as fifty years ago. Also called Blue Bottle, Ragged Sailor, Cornflower.

F8. CHOICE MIXED. Pkt., 5c; $\frac{1}{2}$ oz., 20c.

LONG'S Balloon Vine

F9. Hardy annual climber, producing white flowers and seed vessels that look like small balloons. Good for screens. Seeds hard and should be soaked 24 hours. Pkt., 5c; $\frac{1}{2}$ oz., 15c.

LONG'S Balsam (Lady Slipper)

Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children.

F10 DOUBLE WHITE; F11 DOUBLE MIXED. Price for either: Pkt., 5c; $\frac{1}{4}$ oz., 25c.

LONG'S Calliopsis

F14. Bush plants 2 feet high, covered with showy flowers. Pkt., 5c; $\frac{1}{2}$ oz., 15c.

CALIFORNIA POPPY (See Eschscholtzia)

LONG'S Canary Bird Flower

F15. Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt., 5c; $\frac{1}{2}$ oz., 20c.

LONG'S Candytuft

F17 PURE WHITE; F18 FINE MIXED. Pkt., 5c; oz., 25c.

GIANT HYACINTH-FLOWERED. New. Extra large and fine. Pkt., 10c.

LONG'S Canterbury Bells

Hardy biennials, blooming second year from seed. Plants 3 feet high. Flowers bell shaped, and many colors. Very showy. Sow from May to August.

F19. LONG'S SPECIAL MIXTURE. Single, double, and "cup and saucer" varieties; all mixed; very fine. Pkt., 10c.

LONG'S Hardy Carnations

Biennials. These lovely fragrant carnations are the most profuse bloomers of all the so-called pinks.

F20. MARGARET. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt., 10c; $\frac{1}{4}$ oz., 35c.

LONG'S Celosia or Coxcomb

F22. OSTRICH PLUME. Feathered varieties mixed. Pkt., 5c; $\frac{1}{4}$ oz., 25c.

F23. CRESTED COXCOMB. Dwarf plants with bright red combs. Pkt., 10c.

LONG'S Cobaea Scandens

(Cathedral Bells)

F24. Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell shaped flowers. Plant seeds on edge. Pinching few inches off top of plant when 6 inches high or so will make it branch out and produce denser covering. Pkt., 10c; $\frac{1}{2}$ oz., 25c.

LONG'S Columbines (Aquilegia)

Early blooming hardy perennial with graceful long spurred flowers. Very showy.

F25. TRUE ROCKY MOUNTAIN COLUMBINE. The Colorado State flower, and most popular of all columbines. White center with blue petals. Pkt., 10c; $\frac{1}{4}$ oz., 40c; $\frac{1}{2}$ oz., 75c.

F26. MIXED COLUMBINES. Good variety of colors. Pkt., 10c.

LONG'S Early Giant Cosmos

Heretofore it has been necessary to list two strains of cosmos, the early with small flowers, and the late or giant flowering.

I now offer you this "2-in-1" strain, combining earliness with fine large flowers.

F27 WHITE; F28 PINK; F29 CRIMSON; F30 FINE MIXED. Your choice of any of these colors, or mixed: Pkt., 10c; $\frac{1}{2}$ oz., 25c.

LONG'S Cypress Vine

F31. Beautiful rapid growing climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt., 5c; $\frac{1}{2}$ oz., 20c.

LONG'S Double Daisy

The poet's favorite flower, perennial, blooming first year from seed. Very neat for borders.

F33 WHITE; F34 MIXED. Price for either: Pkt., 10c.

LONG'S Shasta Daisy

F35. SHASTA DAISY. Originated by Burbank. Large white flowers on long stiff stems, great bloomer, fine for cutting, perennial; roots may be divided after a few years and reset. Pkt., 10c.



California Poppy



Carnation



Cobaea Scandens



Celosia

LONG'S California Poppies

Blooms early and continuously from spring sown seed. Seeds itself after first year. Fine for beds or borders.

F36. GOLDEN WEST. Large yellow; the California State flower. **F37 WALLER'S CRIMSON,** the best fixed strain of carmine-crimson, extra fine. **F38 LONG'S SPECIAL MIXTURE,** grand mixture of best kinds and colors. Price, any kind: Pkt., 5c; ½ oz., 25c.

LONG'S "Forget-Me-Not"

F32. Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt., 10c; ¼ oz., 25c.

LONG'S Four o'Clock

F39. Good old-fashioned easy-to-raise flower, splendid for hedge, center or background. Mixed colors. Pkt., 5c; oz., 20c.

LONG'S Fox Glove

F40. Tall perennial with spikes of varicolored and spotted tube-like flowers, blooming second year from seed. Pkt., 10c.

LONG'S Gillardia

F41. Compact bushy plant bearing large brilliant flowers. Fine mixed. Pkt., 5c; ½ oz., 25c.

LONG'S Geranium

F42. Perennial, blooming first year from seed if started early. Extra fine mixed. Pkt., 15c.

LONG'S "Satin Flower" (Godetia)

F43. Hardy annual about 18 inches tall, bearing many showy flowers of satiny texture in rich and varied colors. Does well in poor soil and somewhat shady places. Fine mixed. Pkt., 5c; ¼ oz., 25c.

LONG'S Curious Gourds

Don't overlook these for the children. Easily grown, rapid climbers, tender, sow after danger from frosts.

F44. NEST EGG. Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg. Pkt., 5c; ½ oz., 15c.

F45. DIPPER. Dippers are now so high that it might pay to grow your own dippers and be independent of the dipper trust. Pkt., 5c; ½ oz., 15c.

F46. MIXED GOURDS. Ornamental gourds, large and small, all shapes and colors. Many odd, fantastic varieties. Pkt., 5c; ½ oz., 25c.

LONG'S Gypsophilia

Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

F47. ELEGANS (ANGEL'S BREATH) ANNUAL. Blooms first year from seed. Not so dainty as the perennial. Good plan to sow both kinds this spring, so as to have a supply this year and next. Pkt., 5c; oz., 25c.

F47½. Same as F47 above, but dainty pink. Pkt., 10c.

F48. PANICULATA (BABY'S BREATH) PERENNIAL. Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a white lace-like effect. A "perfect dream." Pkt., 10c; ½ oz., 25c.

LONG'S Heliotrope

F50. Perennial, blooming first year from seed. Choice mixed. Pkt., 10c.

LONG'S Double Hollyhocks

The modern double hollyhocks bear flowers as double and beautiful as the most charming rose. My double varieties in seed and plants are of the finest. Biennial.

F51. Extra fine mixture of double flowering kinds. Pkt., 10c; ½ oz., 25c.

SEPARATE COLORS DOUBLE HOLLYHOCKS: **F52** White. **F53** Yellow. **F54** Red. **F55** Pink. **F56** Blush. **F57** Maroon. **F58** Black. Choice of colors: Pkt., 10c.

LONG'S Hollyhock Special

F59. SINGLE AND DOUBLE, MIXED. A gorgeous mixture of fine varieties from my trial grounds. Includes some of the charming fringed and ruffled sorts. Plant these liberally for backgrounds. Extra large package 15c; 2 for 25c.

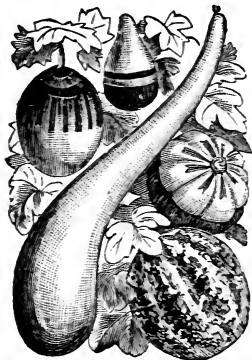
See Plant Pages for Hollyhock Roots

LONG'S "Job's Tears"

F61. Curious ornamental grass with hard seeds used for beads. Pkt., 10c; ¼ lb., 25c.

LONG'S Japanese Hop

F62. A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 12 hours. Pkt., 10c; ½ oz., 25c.



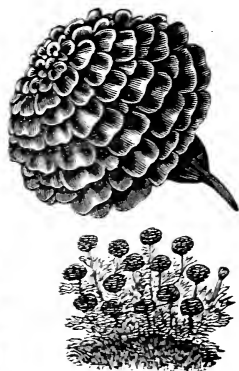
Mixed Gourds



Gypsophila



Japanese Hop



Marigold

LONG'S Annual Larkspur

- F63.** Dwarf Mixed. Pkt., 5c; $\frac{1}{2}$ oz., 25c.
F64. Tall Mixed. Pkt., 5c; $\frac{1}{2}$ oz., 25c.

LONG'S Scarlet Flax

- F65.** Slender plant with bright red saucer-shaped flowers. Very showy and easy to grow. Pkt., 5c; oz., 25c.

LONG'S Marigolds

- F67. FRENCH DWARF.** Mixed. Pkt., 5c; $\frac{1}{2}$ oz., 25c.
F67½. "LEGION OF HONOR." Rich golden yellow flowers, marked velvety brown. Fine for borders and edging. Pkt., 10c; $\frac{1}{2}$ oz., 30c.
F68. AFRICAN TALL. Mixed. Pkt., 5c; $\frac{1}{2}$ oz., 25c.

LONG'S Mignonette

No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.

- F69. LONG'S SPECIAL MIXTURE.** Extra fine varieties mixed. Pkt., 5c; $\frac{1}{2}$ oz., 25c.

LONG'S Morning Glories

- F70. TALL.** Always popular for fences and screens, etc. Fine mixed. Pkt., 5c; oz., 20c.
F71. DWARF. Good for beds or borders. Pkt., 5c; oz., 25c.

LONG'S Mexican Fire Bush

- F73.** Also called Summer Cypress. The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Pkt., 5c; $\frac{1}{2}$ oz., 25c.

LONG'S Scabosia

- F74.** Also known as Pincushion Plant. Flower stems are long and keep well in water. Fine mixed. Pkt., 5c; $\frac{1}{2}$ oz., 25c.

LONG'S Nicotiana

(Flowering Tobacco Plant)

- F75.** Blossoms something like petunia but with longer tubes. Flowers very fragrant and showy. Pkt., 5c; $\frac{1}{4}$ oz., 25c.

LONG'S Delightful Petunias

Great bloomer. Very showy and fragrant. My Giants of California are simply marvelous in size, forms and colors.

- F88. CHOICE MIXED.** Splendid mixture of single varieties. Pkt., 10c; $\frac{1}{4}$ oz., 25c.

- F89. GIANTS OF CALIFORNIA.** Extra large flowers of every conceivable shade. Many blossoms ruffled. Truly wonderful.

Giant Petunias have one fault—they produce very little seed, almost none. Seed is therefore very expensive. Pkt., 25c.

LONG'S Nasturtiums (Dwarf)

About one foot high and very effective. They bloom and bloom and bloom. The more you pick them the more they bloom. Fine for beds and borders, also for planting in rings around trees. Stand hot location better than many other flowers. Easy to raise. Tramp soil after planting so it will come in contact with all portions of the ribbed seed. Soaking seed 24 hours will also hasten germination. Sow any time from first of April to July.

- F76. LONG'S SPECIAL MIXTURE.** Extra fine mixture of Dwarf sorts, always giving pleasing results. Small Pkt., 5c; Special Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 50c.

Separate Colors Dwarf Nasturtiums

- F77. EMPRESS OF INDIA.** Crimson. Foliage dark.
F78. GOLDEN KING. Rich orange-yellow.
F79. KING THEODORE. Velvety crimson.
F80. PEARL. Light lemon-yellow or prim-rose.
F81. VESUVIUS. Rich deep apricot.

Any separate color: Pkt., 10c; oz., 20c.

LONG'S Nasturtiums (Tall)

Fine for covering trellises, stumps, fences, etc. Very showy when planted at top of steep bank and allowed to run down the bank. Or may be allowed to ramble in any location. Flowers larger and stems longer than the dwarf kinds.

- F82. LONG'S SPECIAL MIXTURE.** Fine assortment of large flowering tall or climbing nasturtiums. Small Pkt., 5c; Special Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 45c.

Separate Colors Tall Nasturtiums

- F83. KING THEODORE.** Crimson-maroon.
F84. ROSE. Bright soft rose.
F85. SCARLET. Bright scarlet.
F86. SUNLIGHT. Clear rich yellow.
F87. VESUVIUS. Salmon-rose.

Any separate color: Pkt., 10c; oz., 20c.

LONG'S Phlox Drummondii

For beds and massing nothing surpasses these beautiful annuals.

- F91. GRANDIFLORA MIXED.** Pkt., 10c; $\frac{1}{4}$ oz., 45c.

LONG'S Pinks (Dianthus)

Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

- F94. HEDDEWIGII.** Finest of all pinks. Great variety of colors. Pkt., 10c; $\frac{1}{4}$ oz., 40c.

**Morning Glory****Pink****Salpiglossis****Verbena**

LONG'S Gorgeous Poppies

Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

F94½. BRILLIANT BEAUTIES. My special mixture of finest double and other charming sorts in wide range of colors. Pkt., 5c; ½ oz., 25c.

F95. "TULIP POPPY." Vivid scarlet. Pkt., 10c; ¼ oz., 35c.

F96. SHIRLEY. A beautiful single poppy, white, pink, lavender, purple, crimson, all mixed. Pkt., 5c; ¼ oz., 25c.

F96½. ICELAND. (Perennial.) Very hardy, fragrant, blooms first year from seed, good for cutting. Fine mixed. Pkt., 10c; ½ oz., 25c.

F97. ORIENTAL. (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt., 10c; ½ oz., 25c.

LONG'S Castor Beans

F98. Tropical looking plants growing to immense size from seed sown after danger from frost. Richer the ground the bigger they grow. Good for backgrounds and centerpieces. Children enjoy seeing them grow so quickly to size of trees 6, 8 or 10 feet tall. Pkt., 5c; oz., 20c.

LONG'S Portulaca (Moss Rose)

F99. SINGLE MIXED. Pkt., 5c; ¼ oz., 25c.

F100. FINE DOUBLE MIXED. Pkt., 10c.

LONG'S Velvet Trumpet (Salpiglossis)

F101. Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Pkt., 10c.

LONG'S Salvia (Scarlet Sage)

F102. Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red, lasting long time. Pkt., 10c.

LONG'S "Hit or Miss"

F125. Great mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a good hit with all who try it. Pkt., 5c.

SNAPDRAGON—See Page 24.

"I want to thank you for your way of doing business."—Will B. Mate, Briggsdale, Colo.

LONG'S Double Sunflower

F105. The grandest of all sunflowers, 7 feet high, with a dozen or more blossoms on each stalk. Flowers perfectly double, resembling chrysanthemums, and of a rich golden yellow color. Perfectly gorgeous for centerpiece or background, very hardy, easily grown from seed. Pkt., 5c; oz., 25c.

LONG'S New Red Sunflower

F106. Originated here in Boulder. Is not valuable on account of seed being better for feed than any other, but popular as a novelty, because never before was a red sunflower known. Does not come all red, some flowers other colors, as color not yet fixed. Many of the combinations of colors are as interesting as the real red. Pkt., 10c; ½ oz., 25c.

LONG'S Stocks—Ten Weeks

103½. "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades. Pkt., 10c.

LONG'S Sweet Sultan

F107. Delightfully fragrant flowers with small fringed petals. Easily grown. Something like Bachelor's Button. Choice mixed. Pkt., 5c; ¼ oz., 15c.

LONG'S Sweet William

Well known hardy perennial producing gorgeously colored fragrant flowers.

F108. SINGLE MIXED. Pkt., 5c; ¼ oz., 15c.

F109. DOUBLE MIXED. Pkt., 10c; ¼ oz., 35c.

LONG'S Verbenas

F110. MAMMOTH MIXED. Also, Red, White, Purple, or Pink. Your choice, Pkt., 10c.

LONG'S Wild Cucumber

F115. One of the quickest growing annuals, 30 feet in a season sometimes. Foliage dense, great for shade. Produces many white blossoms, followed by ornamental prickly seed pods. Will self sow after first season. Soak seed in warm water 24 hours, or cut small portion of shell away from germ end (the pointed end). Pkt., 5c; oz., 25c.

LONG'S Dazzling Zinnias

See page 4 for large picture and description of this good old-fashioned garden favorite.

F116. CHOICE MIXED. Pkt., 5c; ¼ oz., 20c.

F117. LONG'S COLOSSAL MIXED. This is the marvelous giant flowering zinnia that makes 'em all sit up and take notice. **See Page 2.** Large Pkt., 15c; 2 for 25c.

LONG'S Nasturtiums

So easy to grow and bloom so freely that they merit a place in every garden. **LONG'S** Special Packet, dwarf or tall, mixed colors, 10c; oz., 15c. See page 27 for separate colors and prices on larger lots.

LONG'S Shasta Daisy Roots

A flower of magnificent size, yet of exquisite refinement. It is an extremely hardy perennial, blooming nearly all summer, the plant increasing in size and strength for several years, when the large clump then formed may be divided and re-set.

This year I offer Burbank's special Alaska strain of the Shasta Daisy, propagated from divisions instead of from seed and therefore all true and all alike.

Most Shasta Daisy plants sold are simply grown from seed, and this is a flower that varies much in height, size of blossoms and character of foliage, when grown from seed. It is cheaper to produce them from seed, but the most pleasing and satisfactory results come from divisions of ideal type plant.

Furthermore, I offer year-old strong plants that will not only bloom the first season but will produce a number of stems to the plant and make a big bush the first year.

These roots, though not large, will be fully as good as those I planted last spring, which made a wonderful showing all midsummer and fall. By cutting the flowers often we kept the plants blooming most of the time. Each, 25c; 5 for \$1.00; prepaid.

LONG'S "Sunset" Hollyhock

Fine double flowered Hollyhock with rare coloring, somewhat on the bronze order, the effect being that of autumn colored foliage, or a rare Colorado sunset. No seed to spare this season.

Price for plants: 25c each; 5 for \$1.00; prepaid.

Cinnamon Vine Roots

Hardy, Rapid-Growing Climber. Just what you may have been looking for to surround your windows, arbors and porches with a mass of vines, covered with beautiful glossy heart-shaped leaves and a profusion of sweet scented flowers, perfuming the air for a long distance.

Once planted will grow a lifetime. Perfectly hardy, thriving on all soils in sun or shade, wet or dry, doing best in sun and rich soil. No insects or blight trouble this vine; freezing does not harm it. Plant early in April to middle of June, 6 to 8 inches apart. Good roots, each 10c; doz., \$1.00. Extra size roots, 15c; doz., \$1.40. Prepaid.

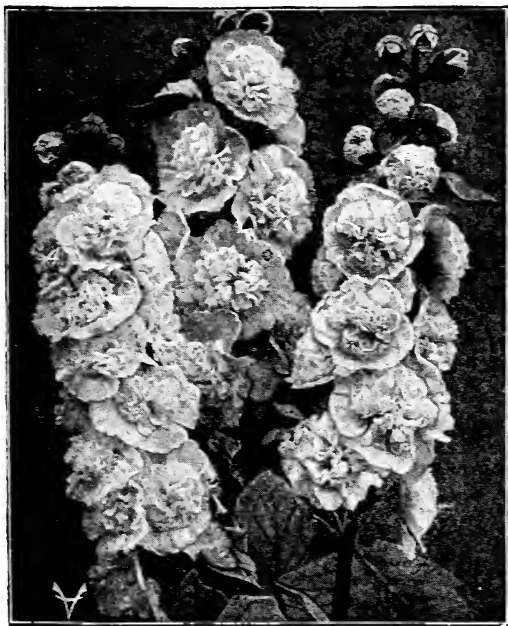
LONG'S Hollyhock Roots

Finest double flowered. Red, White, Pink, Yellow. 4 for 50c; 9 for \$1.00. Mixed colors, 12 for \$1.00. All prepaid.

See Page 26 for Hollyhock Seed

Mexican Tuberose Bulbs

Each, 10c; 12 for \$1.00; prepaid.



LONG'S DELIGHTFUL DAHLIAS



New Cactus—Golden West

Culture. Plant in open, sunny location in soil that has been well-prepared by deep digging. **Lay the tuber flat on its side** and cover 5 inches deep, pressing the soil firmly. Plant 2 or 3 feet apart.

Keep ground loose and mellow, drawing the soil to a slight hillock around the plant. Be moderate in use of manure. If ground is too rich you will get much foliage and few flowers. Water moderately until plants begin to bloom, then give a **good soaking** every week.

After frost has killed the tops, dig the tubers carefully, remove all soil and pack away in barrel or box secure from frost, covering with sand or leaves, if possible.

All clumps should be divided into several pieces before being re-set the following spring. Every tuber must have an eye. The eyes are at base of stalk. Size of tuber is not important.

TO KEEP DAHLIAS AS CUT FLOWERS

Cut the flowers late in evening or early in the morning, never during the heat of the day.

Plunge the ends of the stems (an inch or two) in **hot water** for a few minutes, being careful to hold the blossoms to one side so they will not be injured by the rising steam. Then place in vase of cool water.

DAHLIA TUBERS and DAHLIA SEED

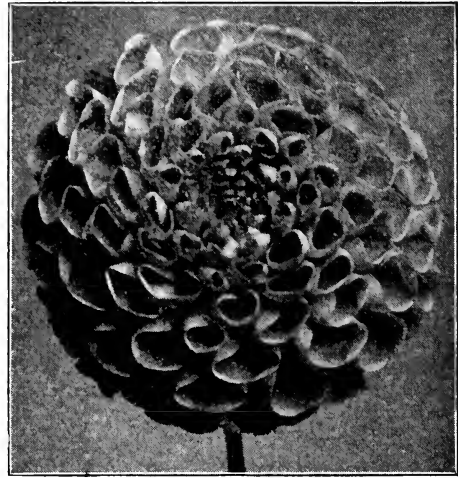
The fine named varieties of Dahlias can be had from tubers only. These are listed on the following page and will come true to descriptions.

Dahlia Seed—Long's Special Mixture—Lg. Pkt., 25c.

IMPORTANT NOTICE.—Kindly make your selections early—the earlier the better. Tell me whether I may substitute if out of any kind ordered.

FOUR TYPES OF DAHLIAS

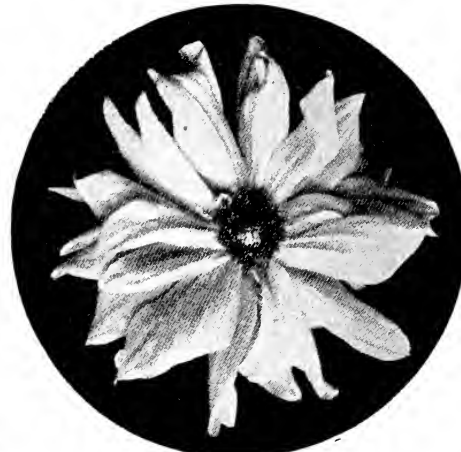
My Dahlias may be divided into four kinds as to form or type, namely: **Show, Cactus, Decorative, Peony Flowered.** With the illustrations of each of these types before you it will be easy to connect the forms of each variety with the brief descriptions of each. Type is indicated with parenthesis immediately following name of each variety.



Show Type



Decorative Type



Peony Flowered

LONG'S Delightful Dahlias

Price following each variety is for one tuber with good eye. Each tuber makes a big plant.

D1. PINK PEARL. (Cactus.) Soft pink. 25c.
D2. MOONBEAM. (Decorative.) Canary yellow. 25c.

D3. CHARLES CLAYTON. (Cactus.) Vivid red. 25c.

D4. LAVONI. (Show.) Rich, bright pink, exceedingly free bloomer and fine for cut flowers that keep well. Not large blossom. 20c.

D5. DELICE. (Dec.) Rose pink, one of best for cutting. 30c.

D6. LA GRAND MANITOU. (Dec.) Gigantic flower, white, striped and splashed reddish-violet. Sometimes solid purple. 25c.

D7. D. M. MOORE. (Show.) Deep velvety maroon; monster flower. 35c.

D12. MRS. BAGGE. (Decorative.) Old rose. 25c.

D13. W. W. RAWSON. (Show.) White, overlaid with delicate lavender. Large. Similar to Grand Duke Alexis but better. 35c.

D14. KALIF. (Cactus.) Gigantic glowing scarlet. Sold for \$5.00 a bulb several years ago. \$1.00.

D15. DR. HENRY SEWALL. (Peony.) Named for former president of Colorado University. Very large, handsome flower; pink-fawn with slight amber shading at base of petals. 35c.

D16. GOLDEN WEST. (Cactus.) Free bloomer; long, stiff stems. Color, golden yellow or burnt orange, shading to clear yellow in center. If I were to plant but one cactus, this would be the one. 50c.

D17. "DEE-LIGHTED." (Show.) Largest show dahlia I ever saw. Makes 'em all sit up and take notice. A wonder. 40c.

D18. QUEEN EMMA. (Peony.) Hollyhock-pink; inner petals banded gold. Extra tall grower; fine. 30c.

D19. CHIPETA. (Cactus.) New. Rich amar-anth-red flowers, borne on long stout stems which hold flower erect. 50c.

D20. GRAND DUCHESS MARIE. (Show.) Rich buff, overlaid orange. Fine. 35c.

D21. NAIAD. (Dec.) New. Tall, free blooming plant; stems remarkably long. Color a tinted cream pink. Beautiful by day and a dream under artificial light. \$1.00.

D23. MINA BURGLE. (Dec.) New. Said to be finest crimson decorative dahlia known. 50c.

D25. SNOWDON. (Cactus.) Exquisite snow-white. Petals sharply pointed. Fine combined with No. D3. 35c.

D26. F. W. SCHIEFF. (Dec.) Golden bronze, shaded to red. Immense flower; long stem. 50c.

D27. LAURA BARNES. (Peony.) New. Clear orange-red. Grand indeed. 60c.

D28. SOUTH POLE. Very large, of fluffy form. Pure snowy white. Extra fine. 50c.

DISCOUNT FOR QUANTITY

On a dahlia order amounting to \$5.00 or more, you may deduct 10%.

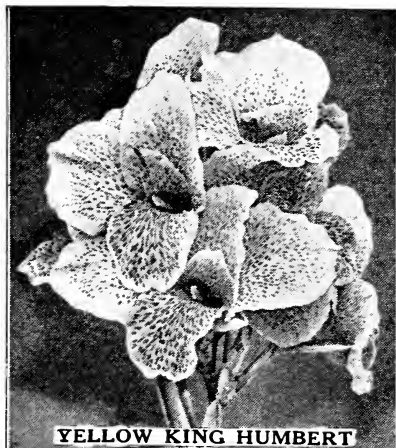
LONG'S CHAUTAUQUA DAHLIAS

Visitors who took numbers of other Dahlias than those listed here, from my Chautauqua garden will be quoted prices of same upon request. I do not have enough of some kinds to list in catalogue.

Two Grand New Cactus Dahlias

D29. MRS. WARNER. A mammoth hybrid dahlia, often measuring 9 inches in diameter. Color creamy white with just a tinge of pink. One of the finest of the new dahlias. \$1.00.
D30. ATTRACTION. Large elegant flowers of clear lilac-rose; long strong stems; an exhibition and garden sort of rare merit. \$1.00.

LONG'S Orchid-Flowered Cannas



YELLOW KING HUMBERT

Handsome bedding plants, both foliage and flower of pleasing appearance. **They bloom and bloom and bloom.** The varieties I list are greatly improved kinds that will surprise and delight you.

Many who see my cannas in bloom exclaim: "Why, they look like orchids!"

Class A. King Humbert. Bronze foliage; scarlet flowers of immense size; 4 to 5 ft.

Class B. Yellow King Humbert. Green foliage; very large blossoms of deep, rich yellow, softly spotted with red; 4 to 5 ft.

Class C. Louisiana. Glossy green foliage; flowers vivid red. Very showy. 5 to 6 ft.

Class D. Loveliness. Green foliage; soft pink blossoms. "Loveliness is right." 4 to 5 ft.

Any of the above Giant Orchid-Flowering Cannas, your selection, alike or assorted, each labeled, 3 for 50c, 7 for \$1.00, prepaid.

MIXED GIANT CANNAS. The above kinds or others as good, our selection, none labeled, 4 for 50c, 10 for \$1.00, prepaid.

LONG'S Colorado Peonies

Good divisions, each with several eyes, very fine double flowered kinds, in White, Light Pink, Deep Pink, and Red. Each, 50c; 6 for \$2.90; prepaid.

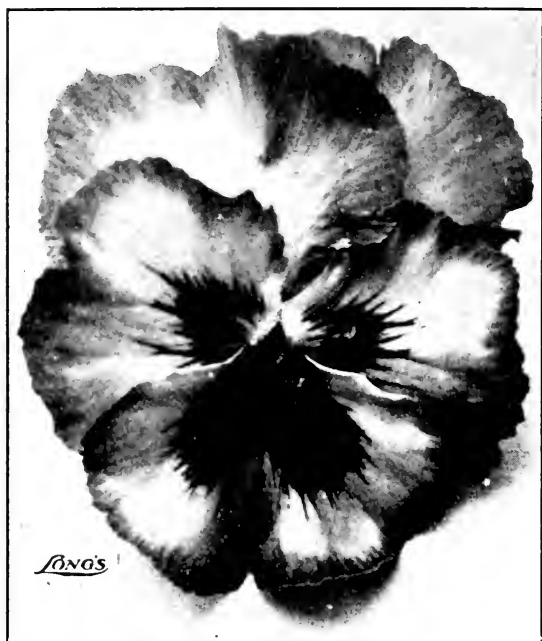
Note. Peonies should be planted early in spring or in fall. Orders received too late for successful spring planting will be held until fall.

LONG'S Gypsophila Roots

Perennial-Paniculata (Baby's Breath)

See page 26 for description. Good size, strong roots, that will bloom nicely this season. 3 for 50c; 7 for \$1.00; prepaid.

LONG'S Super-Giant Pansies—Seeds and Plants



F1. I grow these wonderful Pansies myself and save my own seed from the finest plants, giving you a marvelous blend of rich and most pleasing colors. Flowers of gigantic size, some light, some medium in color, and some deep velvety colors that you may never have believed could be had in pansies. **Many blossoms are frilled and ruffled like a Spencer sweet pea.**

In **LONG'S** Super-Giants are found the solid colors; others veined, margined, blotched, shaded, blended. Havana brown, mahogany, bronze and copper shades of the Masterpieces and Bugnot; the Giant Carnot and Giant McKinley—these favorites and many others are included in this, my finest mixture. Packet (200 seeds), 25c; 5 pkts., \$1.00; ¼ oz., \$2.50.

LONG'S Other Fine Pansies

(Seeds only, no plants.)

F2. Large Flowering. Mixed. Pkt., 10c; ¼ oz., \$1.00.

F3. Dark Navy Blue. Pkt., 10c.

F4. Jet Black. Of large size. Pkt., 10c.

F5. White. Large. Pkt., 10c.

F6. Golden Yellow. Large. Pkt., 10c.

F7. Mad. Perret. Lovely shades of pink and rose. Pkt., 15c.

F8. Giant Masterpiece. (Spencer Pansies.) Many petals curled; flowers appear double; mostly dark, velvety shades. Mixed. Pkt., 25c.

F9. Giant Bugnot. Shades of red, bronze, and reddish cardinal. Mixed. Pkt., 25c.

F10. Giant President Carnot. White ground with five rich violet blotches. Pkt., 25c.

F11. Giant President McKinley. Rich glowing yellow, each petal blotched with deep reddish brown. Pkt., 25c.

F12. Giant Bronze. Bronze and brown shades predominate, but many do not come bronze. Pkt., 25c.

Many customers order 5 packets, plant several and give the others to friends. Certainly a delightful present. (You may include any of the 25c packets at 5 for \$1.00.)

100 LONG'S Pansy Plants for \$2.00, Prepaid

Hardy, outdoor grown plants from my own seed, sown last fall. The plants are wintered right out in the open, some slightly covered, some not covered at all.

Unlike most florists, I study to hold the tops back and develop a lot of strong fibrous roots for each plant. This is just the reverse from usual practice of forcing the tops by growing the plants in heavily manured ground and forcing them into bloom under glass.

My ideal plant for setting out is one with strong roots and small tops. If tops get too large I prune them back. This kind of plant stands shipping fine, and will "take right a hold" and make good in your garden. I seldom transplant the large plants, but use the smaller ones described above.

I can ship these pansy plants almost any time after ground is thawed out in the spring. Early in April is a good time. Have made several sowings so as to have them coming on all spring until July. The latest plants went into winter quarters with only several tiny leaves, while the earlier ones were good husky plants nearly in bud.

Don't be afraid to set these plants out early. They are used to snow and ice. Get the full season's joy from your pansy bed. Sold in mixed colors only. 16 (smallest order packed), 50c; 40 for \$1.00; 100 for \$2.00; 300 for \$5.00; prepaid.

LONG'S PANSY PLANTS in Bloom

Kindly note that the plants offered above are my favorite transplanting size. They may be quite small, not in bud, though often are in bud and sometimes in bloom, all depending on how the orders come in as the plants keep growing. With them the roots are the main consideration. Tops soon develop in your garden.

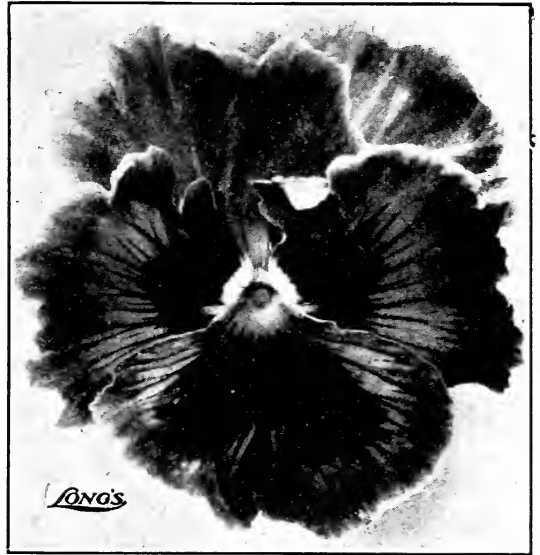
But for those who want immediate effect I shall have, this year, some "wintered-outdoors" Pansy Plants in full bloom, though not forced plants. Roots are the thing, and roots my plants shall have.

These "ready-to-wear" plants take more room—cost more to grow, handle, pack and mail. Price just double that of the transplanting size; 16 (smallest order packed), \$1.00; 40 for \$2.00; 100 for \$4.00; 300 for \$10.00; prepaid. Mixed colors only, though if you request part of them a certain color, we will try to comply.

Plants for Memorial Day. Better place your order ten days ahead, as I anticipate greater demand than I can supply. Still better, order the small size a few weeks or month ahead, and they will be in bloom May 30th.

"Steady now—this is not a kick. On the contrary, I wish to express my appreciation of an honest-to-goodness seedsman."—J. M. Nelson, Durango, Colo.

"All your seeds we used last year were the best we ever had, especially the Mt. Danvers onion and Minn. No. 13 seed corn. We are well pleased with your service and quality of goods."—G. F. Osthoff, Lyons, Colo.

LONG'S Super-Giant Pansies—Delightfully Different

—“Gigantic Size, Some Light in Color—”

I don't claim to have a corner on all the best pansies grown. So I test rare stocks from other pansy specialists, and keep adding new blood to my propagating stock, increasing the range of types and colors.

The three pansies shown were photographed from my garden. How I wish they could appear in their natural colors! And how they do bloom! (Still blooming, Dec. 9th.) Frost and snow may bluff them at times,

“Many Blossoms are Frilled and Ruffled”

but with a spell of milder weather the beds are cheerful with colors so rich, so varied, so charming, as to suggest a dream too delightful to be true.

Last winter we had blossoms every month—not many in January, but some. “You can't keep a good pansy down”—not **LONG'S** frost-proof Super-Giants that never saw greenhouse, hotbed or cold frame.



Robert Wheeler Snyder in a bed of **LONG'S** Pansies grown by Mrs. C. C. Snyder at Cotopaxi, Colo., altitude 9,000 feet. Just four plants in this bed. Some boy—some pansies, I'll say!

LONG'S GRAND SWEET PEAS

GRANDIFLORA SWEET PEAS

These are the Sweet Peas universally grown until recent years. They are fine, but most people find the Spencers still better. (See list of Spencers on opposite page.)

All colors, at: Pkt., 5c; oz., 15c; $\frac{1}{4}$ lb., 40c.

SP45 White. **SP46** Deep Pink. **SP47** Light Pink. **SP48** Cream. **SP49** Salmon. **SP50** Lavender. **SP52** Red. **SP53** Blue. **SP54** Maroon. **SP55** All Colors Mixed.

PERENNIAL PEAS

Once established, these hardy plants improve from year to year. The white is especially beautiful; very large, waxy white clusters, fine for bouquets.

SP60 White. **SP61** Pink. **SP62** Mixed.

Price for either color, or mixed: Pkt., 10c; oz., 50c. **SP39. Cupid Sweet Peas.** Mixed. Pkt., 5c; oz., 20c.



LONG'S "33-in-1" SPENCER MIXTURE

SP41. In this mixture you get the best of up-to-date Spencers. I use 33 different named varieties. Of course you might not get all 33 kinds in a 10-cent packet—possibly not in an ounce—but they are all in this mixture. It is my ambition to make this the finest Spencer mixture offered this season. Pkt., 10c; oz., 35c; 2 oz., 60c; $\frac{1}{4}$ lb., \$1; lb., \$3.75.

LONG'S SPECIAL MIXTURE

SP43. My mixture that has given such splendid satisfaction for a moderate price. It includes the best of the grandiflora varieties, a "right smart" of Spencers, and a sprinkling of extra early kinds, the latter coming so early that they spring a delightful surprise on you before you are looking for first blossoms. Pkt., 10c; oz., 15c; 2 oz., 25c; $\frac{1}{4}$ lb., 45c; 10 oz., \$1.00; lb., \$1.50.

Many Fine Spencers Included In *LONG'S* Special Mixture for 1921



Partial view of Sweet Pea Show held in our store several years ago, all grown from *LONG'S* Tried and True Seed.

LONG'S

GIANT SPENCER SWEET PEAS

My list of new Giant Spencer Sweet Peas is selected with great care, and includes the finest varieties in a wide range of colors, tints and shades. Edges of blossoms usually waved or frilled, giving an added charm to this popular flower.

See the opposite page for **LONG'S** "33-in-1" Mixture of Giant Spencers. Sure fine.

Supply of true Spencer Sweet Pea seed, named varieties, very short and I cannot replace many of the following at prices I have listed. Regret have to limit quantities to packets only of some varieties. If order late, kindly name second choice, as some will be sold out.

Prices: Except where noted, all named Spencers at: Pkt., 10c; ½ oz., 20c; oz., 40c.

SP0. AUSTIN FREDERICK. New. Extra large and fine lavender. (Sold in pkts. only, this year.)

SP1. BARBARA. Superb new salmon.

SP2. BLANCHE FERRY. Pink and white.

SP3. BUTTERCUP. New cream or primrose. Deeper than Dobbie's Cream.

SP5. CONSTANCE HINTON. The finest and largest black seeded Spencer. Upon first opening is slightly tinged with pink, but turns to pure white. Great exhibition variety, winning many prizes. Oz., 50c.

SP6. COUNTESS SPENCER. The original Spencer sweet pea. Clear pink, deepening towards the edge.

SP7. DAINTY. White with picotee edge. "Dainty is right."

SP8. EDWARD COWDY. Glowing orange-scarlet. New. Pkts. only.

SP9. ELFRIDA PIERSON. Lovely pink; buds and flowers tinted with salmon-pink.

SP10. EMPRESS EUGENE. Light gray, flaked with lavender. Novelty. Pkts. only.

SP11. FIERY CROSS. Intense orange-scarlet. Pkts. only.

SP12. HERCULES. Mammoth rosy pink.

SP13. IRISH BELLE, or DREAM. Lovely rich lilac flushed with pink.

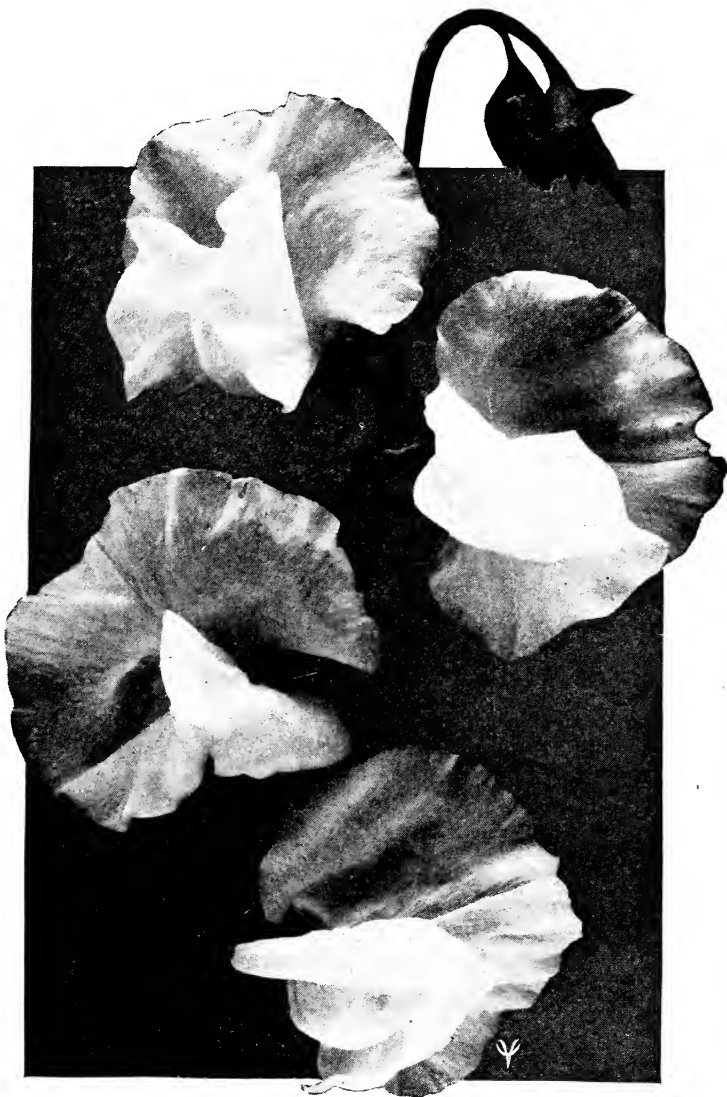
SP14. KING EDWARD. The best pure red Spencer.

SP15. KING MAUVE. Largest waved mauve.

SP16. KING WHITE. Gigantic flowers of purest, glistening white.

SP18. LOVELY. Delicate rose. Pkts. only.

SP19. MARGARET ATLEE. Extra large flower of rich glowing pink on cream ground, softly suffused with salmon. One of the very best. ½ oz., 25c; oz., 50c.



SP17. LORD NELSON. Splendid navy blue Spencer.

SP20. MARKS TEY. Standard rosy-maroon; wings bluish-mauve. Pkts. only.

SP22. MIRIAM BEAVER. Shell salmon-pink on cream ground.

SP23. NUBIAN. Deep maroon or chocolate.

SP24. ORCHID. Lavender, suffused pink. The flower suggests the rich tone found in the Cattleya orchid.

SP25. R. F. FELTON. Soft shade of lavender suffused rose. Wings French gray. Flowers large and exquisitely waved.

SP28. ROYAL PURPLE. Rich, warm, rosy purple, the younger flowers having a slightly softer color tone. Pkts. only.

SP30. SENATOR. Claret striped on heliotrope ground.

SP31. THE PRESIDENT. Brilliant orange-scarlet. Large flowers carried on long stems, usually in fours. Pkts. only.

SP33. WEDGEWOOD. Unique shade of lovely light blue.

SP34. YARBAWA. Extra early Spencer. Bright rose-pink with a clear, creamy base. Many flowers are duplex or double. Oz., 60c.

LONG'S Glorious Gladioli For 1921

Extra Fine Named Varieties

G1. AMERICA. Soft lavender-pink. Has been a great favorite, but takes second place since the introduction of "Rose Bud," which is similar in color but much better in form.

G2. ARIZONA. Fine dark pink with maroon markings on lower petals. Tall spikes that stand up well. Splendid for cutting.

G4. BERTREX. Immense white or almost white. New.

G5. CHICAGO WHITE. White with lavender markings in throat. **Extra early.** Good mate for Halley.

G6. FAIRAE. New. Delicate pink, blending into a cream throat. Don't know why the name is spelled as it is. I would have spelled it "Fairy," for that would fit this exquisite glad. See this from photo, page 39.

G7. GLORY. (Kunderdi.) Pinkish-cream, almost white, with crimson stripe in center each petal. **Petals charmingly ruffled.**

G8. GLORY OF HOLLAND. Pure white with lavender anthers. Large. Better than Augusta.

G9. HALLEY. I call this "Hustling Halley," because it gets such a move on and blossoms so early. It's a beauty, too. Color salmon-pink with creamy blotch in throat; blossoms large and well-placed on spike.

G10. HERADA. Another new one and "Decidedly Different." Blooms of immense size on tall, straight spikes; massive in every way. The large blooms are described as pure mauve. We men folks would call it lavender.

G11. HULOT, BARON J. This is another glad of unusual color, though no longer new. Some call it blue, others say it is purple. Let the ladies decide.

G12. KING, MRS. FRANCIS. Glads may come and glads may go, but it will be a long time yet before a better all-around, inexpensive, glad than Mrs. Francis King shows up. Magnificent light scarlet; large blossoms; tall spikes; grows like a weed; blooms from quite small bulbs, even from bulblets sometimes. Fine for garden display and great favorite with florists for cutting.

G13. KIRTLAND, EVELYN. New. The flowers, of strong substance, are a beautiful shade of rosy pink, darker at the edges, fading to shell pink at the center, with brilliant scarlet blotches on lower petals; the entire flower showing a glistening, sparkling lustre. The spike is giant in height, straight but slender, bending gracefully with its burden of blossoms. Wonderfully decorative.

G14. LIEBESFEUR. This word, or part of it, means "Fire," and if I had named Liebesfeur I would have called it Fire, for short. The name describes the color, in part. It's a brilliant scarlet, **solid color**, being unusual in this respect, as most varieties have some markings on lower petals or in throat, or both.

G15. LILYWHITE. A new white that is taking glad lovers by storm. Originated by Kunderdi, who describes it as an early all-white of good height, nice size blossoms and plenty open at a time. It is very thrifty, growing readily from small bulbs. Sometimes slightly tinted lavender-pink.

G16. LOVELINESS. Extra large cream colored new glad of unusual merit. **It is indeed lovely.** Spikes tall and very strong. This is something like Niagara and in comparing the two I would call this an **IMPROVED NIAGARA.**



G17. MYETLE. Another new one that has captured the hearts of all flower lovers who have seen it. The originator, Mr. Kunderd, goes so far as to say, "It is the most beautiful pink yet produced in a gladiolus." He describes it as a tender and delicate rose-pink. Brings the highest price in cut flower market.

G18. NIAGARA. Flowers are a delicate cream shade, with the two lower petals blended to canary-yellow. The throat is splashed with carmine, and ends of some petals are also blushed carmine.

G19. PANAMA. A seedling of the popular America which resembles the parent variety in every way except that it is a **much deeper pink**. Spike very strong, with flowers large and well-arranged. Great favorite with the Denver florists.

G20. PEACE. The flowers are unusually large, of good form, well-placed on a tall, heavy, straight spike. Color almost pure white, with pale lilac feathering on the lower petals. A real giant. Plant **Peace** and **War** together. A wonderful pair.

G21. PENDLETON, MRS. FRANK. The flowers are large and well-expanded, of a lovely flushed salmon-pink, with brilliant carmine blotches in the throat, **presenting a brilliant contrast of orchid-like attractiveness**. When cut, the stem takes up water freely, so that buds bloom to the tip of stem. Awarded highest honors of the American Gladiolus Society. Mr. Kunderd says, "No grander variety in existence."

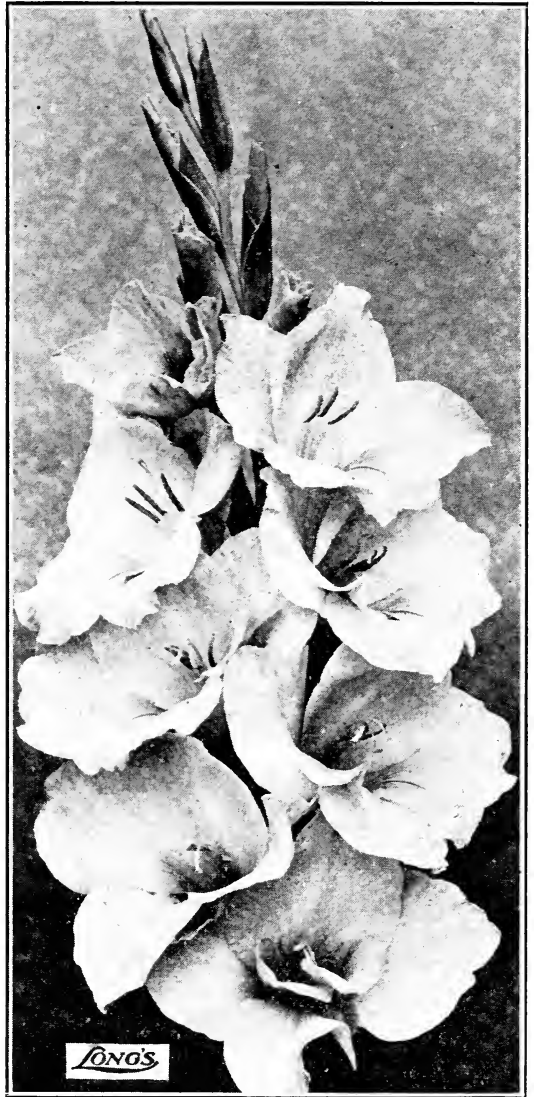
G23. PRINCE OF WALES. This new variety might well be called a "**Glorified Halley**." Similar to Halley, color lighter and more dainty. One enthusiast says of it: "For sheer beauty of color tone, either in sunlight or under electricity, singly or in mass, this variety is excelled by no other; add extreme earliness, good spike with many flowers open at once, and you have an ideal gladiolus." A glistening, golden salmon.

G25. RED CANNA. "A red that is red." Described by some as brightest of crimson-pink, but the effect is red—at least it looks red to me; but as I have said, we men folks don't split hairs when it comes to distinguishing colors. The petals are slightly waved or ruffled, flowers large, spike strong.

G27. SCHWABEN. (Giant Primrose.) A glad of unusual vigor, many bulbs producing two or three flowering stalks, some of these sending out side branches with blossoms. Each main stalk produces about 20 large blossoms, six or eight open at a time. Color is a clear canary-yellow, shading to sulphur-yellow when opening. Dark blotch in throat. Mrs. Long says this is one of the finest glads that ever bloomed in our garden, and I'll say, "Schwabens is sure some glad."

G28. WAR. I'm mighty sorry some bonehead handicapped this wonderful glad by giving it such an unpopular name. Just forget the name, if you wish, and think of it as Long's No. G28, and by all means add it to your collection. It's a very tall and conspicuous grower, one of the real giants among glads. Color deep blood-red, shaded crimson-black. Only a few years ago this variety sold at \$1.00 a bulb.

G29. ZANG, GRETCHEN. New. Soft, melting shade of pink, blending into scarlet on lower petals. Large, heavy sparkling blooms. Stem somewhat weak.



LONG'S Gladiolus, "Loveliness"

For description see page 36. As the fellow said about the name "hog" just fitting that omnivorous animal, so "Loveliness" must have been coined to name this glad.

LONG'S "Sunshine Mixture"

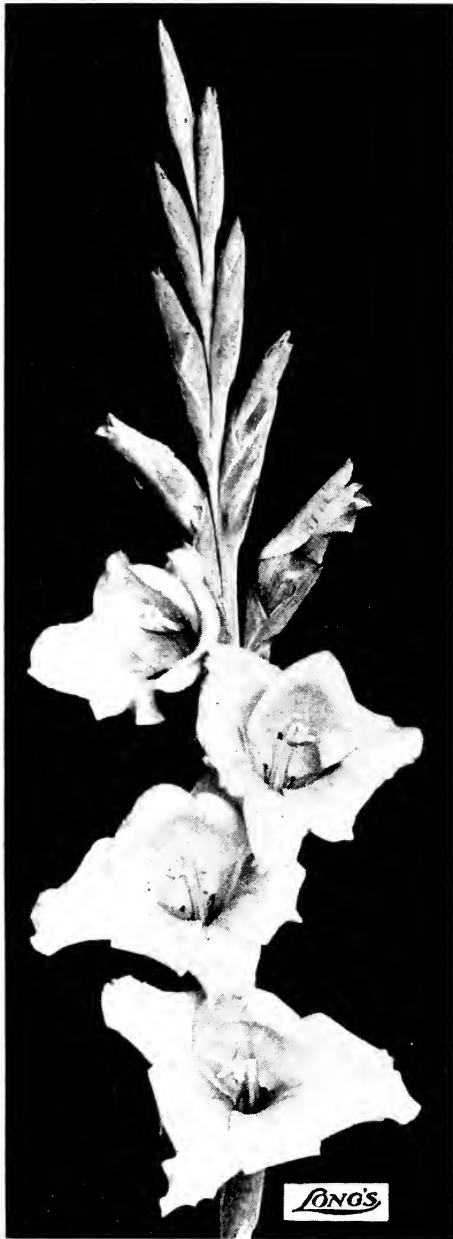
My famous mixture of many pleasing varieties, grown in Colorado sunshine for your planting; will bring sunshine into your life and all with whom you may share these glad spikes of bloom.

If bought in named varieties, each kind labeled, these bulbs would cost about one-half more. Some early, some late. A long season of blooming assured. Doz., 55c; 25 for \$1.00; 100 for \$3.30; prepaid.

A Splendid New Glad

G31. 1910 ROSE. Very early; large flower, pure rose-pink of extra fine shade; narrow light central lines on lower petals. I've grown this two seasons, but never had any bulbs to sell until now. See next page for prices.

"Please send catalogue. I can't persuade myself to buy seeds from anyone else than you. I have such a beautiful lawn from your seed."—Mrs. J. D. Maxwell, Hayden, Colo.



LONG'S Gladiolus, "Fairae"

LONG'S Glad Prices

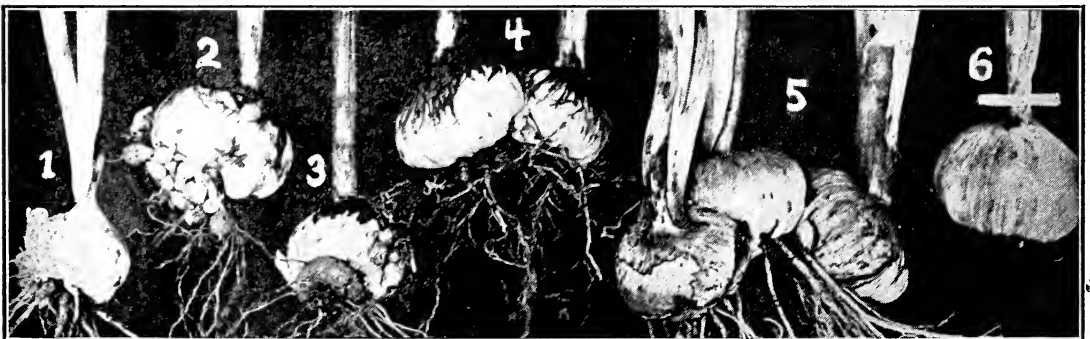
For descriptions of each variety, refer to preceding pages.

Prices are for blooming size bulbs, which run various sizes from about three-fourths inch up, averaging over one inch in diameter. Some varieties bloom well from quite small bulbs, so the size of bulb does not always indicate its value as a bulb that will throw a good spike of blossoms.

To make a "Long" story short, I guarantee you as many spikes as bulbs you buy, provided you honestly plant them out in the open and care for them as suggested on next page. I usually slip in a few extra bulbs for good measure, as my old customers well know.

Half dozen will be supplied at dozen rates; 50 at 100 rates. All bulbs are priced prepaid to your door.

	Each	Doz.	100
G1. America	\$.05	\$.50	\$3.50
G2. Arizona10	.90	6.00
G4. Bertrex20	2.00	
G5. Chicago White08	.70	5.00
G6. Fairae25		
G7. Glory (Kunderd) ..	.10	1.00	6.50
G8. Glory of Holland ..	.10	.90	6.00
G9. Halley ..	.06	.60	4.00
G10. Hereda ..	.20	2.00	
G11. Hulot ..	.07	.70	5.00
G12. King, Mrs. F.05	.40	3.00
G13. Kirtland, E.25	2.50	
G14. Liebesfeur ..	.15	1.40	9.00
G15. Lilywhite ..	.30	3.00	
G16. Loveliness ..	.15	1.30	8.50
G17. Myrtle ..	.15	1.40	9.00
G18. Niagara ..	.12	1.10	7.00
G19. Panama ..	.09	.80	5.50
G20. Peace ..	.10	1.00	6.50
G21. Pendleton ..	.10	1.00	6.50
G23. Prince of Wales ..	.18	1.70	11.00
G25. Red Canna ..	.15	1.50	9.00
G26. Rose Bud20	2.00	
G27. Schwaben ..	.15	1.40	9.00
G28. War ..	.15	1.30	8.50
G29. Zang, G.18	1.70	
G31. 1910 Rose20	2.00	
<i>LONG'S</i> Sunshine Mixture	.55	3.30	



Showing *LONG'S* Glad Bulbs as Lifted in Fall. Note How Some Multiply.

Three "High-Toned" Glads

Great favorites with all gladiolus fans, but supply small and prices high. Will be cheaper in year or two, but if you just can't wait, then blow yourself at these prices, which are the lowest quoted, so far as I have found. You will be pleased.

G32. MRS. DR. NORTON. Soft cream pink with lighter throat of yellowish tint. The sensation of American Gladiolus Shows the last three years. Each, \$1.00.

G33. LOUISE. Originated by my friend, M. F. Wright, who has made himself famous with this remarkable glad. Very large, wide open, flower of finest lavender, with dark wine penciling in throat. Each, \$1.00.

G34. GOLDEN MEASURE. Mammoth golden yellow; pure, no markings. Sold for \$25.00 a bulb several years ago. Receives awards wherever shown. Each, \$4.00.

LONG'S "Super-Seven" Collection

My selection of seven fine varieties, each kind labeled, which, if bought at single bulb rates, would amount to \$1.50 or more. One bulb each of some kinds, two each of some other kinds, will be used, so as to bring the total value up to at least \$1.50. Special price, \$1.00, prepaid. (Not more than three "Super-Seven" collections to a customer.)

LONG'S "Show-Me" Collection

My selection of fifteen varieties, each kind labeled, thirty bulbs or more in the lot, worth at least \$4.50, maybe more. Special price, \$3.00, prepaid. (Not more than two "Show-Me" collections to one customer.)

Small Glads at Half Price

Of the following, and these only, I can spare some of my planting stock of bulbs, about ½ inch or less. Most will bloom this season. All will make dandy blooming bulbs for next year.

Arizona, Halley, King, Liebesfeur, Panama, Peace, Prince of Wales, Schwaben, 1910 Rose, Pendleton, Herada, Kirtland, War.

Prices: Just half regular prices. See page 38.

LONG'S Gladiolus Bulblets

Small hardshell bulblets, for sowing thick in row (see "How to Grow Glads"), put up in packets of 50 to 250 in a packet, according to variety, at 40c per packet.

Arizona, Halley, King, Panama, Herada, Peace, Pendleton, Schwaben, War, 1910 Rose, Sunshine Mixture.

Note: About half bulblets will grow under good conditions. Sometimes none grow.

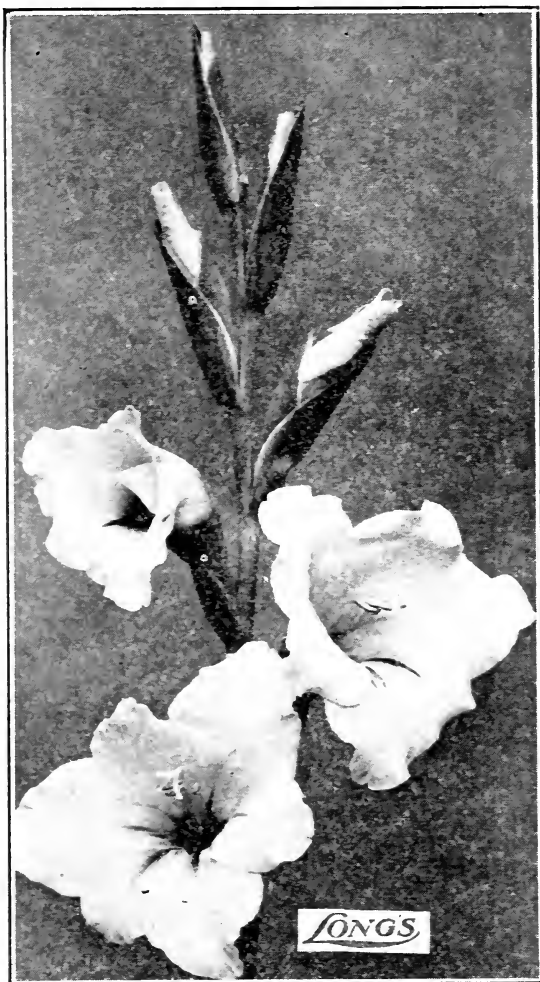
Important: I plant my bulblets April 1st, and unless you order before that you cannot get them from me, as will be planted.

Exception: Will hold out some Sunshine Mix bulblets for you until May 20th.

"War" and "Peace" Special

Six bulbs each of "War" and "Peace," the twelve for \$1.00, prepaid.

"I have ordered from you for several years and don't think I shall ever send anywhere else, as your seeds are so good and true."—Mrs. W. A. Colpitts, Thurman, Colo.

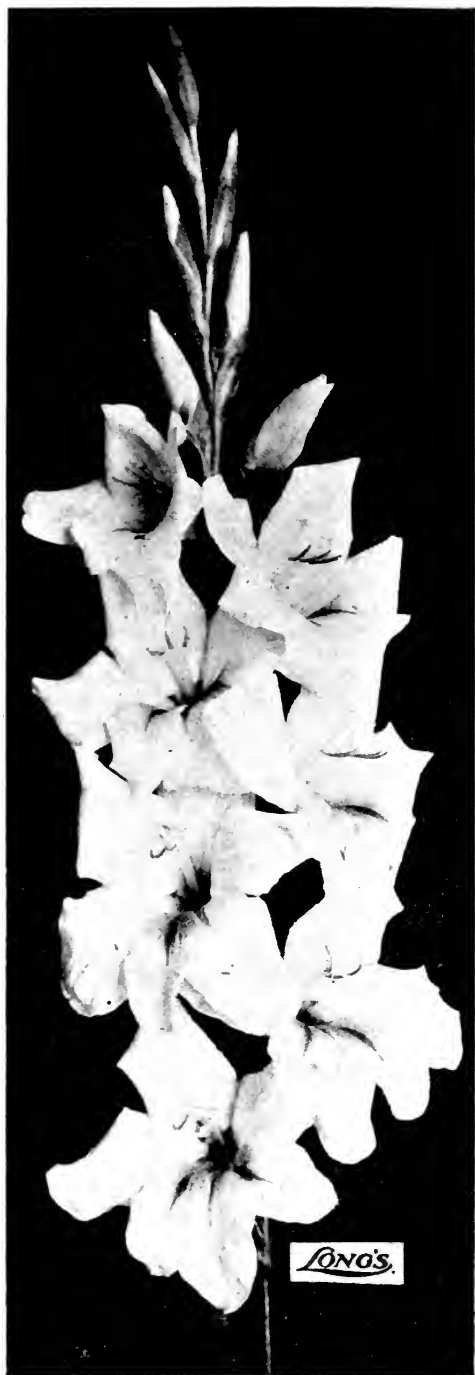


LONG'S Gladiolus, "Rose Bud"

Just a few blossoms and buds, from photo, showing form and charming arrangement of flowers on spike. A dozen to 20 blossoms and buds are usually borne on a **Rose Bud** spike.

G26. ROSE BUD. If naming had been left to 1,000 people, I think there would have been 1,000 names turned in and each would have been **Rose Bud**. This from the fact that just before the blossoms unfold they remind you of a dainty pink rose bud. The open flower is similar in color to America but a shade brighter. But the large, open, bell-shaped blossoms are placed on the strong, tall spike much more artistically, being less crowded. Each bud and blossom is given room enough to display its individual beauty. As my old friend, Mr. F. M. Wright, says: "Looks like some one took a handful of blossoms and threw them on the spike, which makes the effect so artistic." **Rose Bud** has broad, healthy foliage and tall spike with six or eight blossoms open at a time.

"We have always had such satisfactory results with your seeds, and you always send such generous amounts, that I want to thank you. Your seeds are very popular here. If anyone speaks of seeds, someone asks: 'Are they from Long's?' They always grow."—Mrs. M. Schumacher, Orleans, Nebr.



LONG'S Gladiolus, "Peace"

Photo of "Peace" spike from small bulb planted last of June. All but the lower blossom opened, as you see them after spike was cut. The buds you see also opened after photo was taken. "Peace" often grows over 5 feet tall. The lovely tinting in throat is lost in this picture.

Last October I cut three big armfuls of "Peace" and sold them to Denver florists, who were loud in their praises of such tall spikes and splendid flowers.

Plant "Peace" and "War" for a delightful combination of color. Both are giants.

LONG'S "How to Grow Glads"

Glads are so easily grown that you are almost sure to have good "luck" with them. You must have good strong bulbs to start with. This does not mean large bulbs. A small young bulb is often better than a great big one, the latter sometimes being what we call a "spent bulb"—looks like a prize winner but may "peter out" altogether.

WHERE, WHEN, HOW TO PLANT

Plant in any good garden soil where they will have plenty of sunshine. Don't forget that Glads love sunshine. But they are not particular as to time of planting. Plant any time from early April until June. Good idea to plant some every two weeks to keep a supply of flowers coming on all summer and fall.

They bloom in about 90 days from planting, depending on variety, vigor of bulbs, depth planted, culture, season, etc.

As I've often said, "Standing room only" is all that Glads require. Mass them in rows or beds, setting the bulbs 3 to 6 inches apart. If in rows, set double or triple rows. Dig trench, set bulbs where wanted, fill trench and job is done.

Cover small bulbs about 3 inches, larger ones 4 to 5 inches. Even deeper is all right. Bear in mind that the new bulb is formed on top of the one you plant and if too shallow your flower spikes will blow down. Deep planting saves staking.

Cultivate between rows, and plants in the rows, often, keeping soil loose and porous. Water frequently. Glads like lots of water, but with good cultivating will get along with less water. But soak them thoroughly and often if convenient.

USE GLADS FOR CUT FLOWERS

While Glads make a nice display in the garden, yet they are much more valuable and satisfactory as cut flowers.

Cut them just as soon as the lower blossom opens. Cut stem so as to leave three to six leaves on the plant to mature the bulb. Place in vase of water and the buds will open from day to day just as they would in the garden. As the lower blossoms fade, pull them off, so as to keep the bouquet looking tidy and cheerful.

Keep watering the Glad beds after flowers are cut or have quit blooming, so as to mature the new bulbs. These do a good part of their growing after flowers appear.

DIGGING AND STORING THE BULBS

After frost in the fall dig the bulbs and cut stem off at once about one-fourth inch above bulb. (See illustration No. 6.)

Save the larger bulblets of such varieties that you care the most for. Do not expose the bulbs to hot sun or frost, but they may dry a day or so in the shade. Hang up in porous bags—a common sugar or burlap bag is very good. Store thus in cellar or any place where they will not freeze or get too dry.

HANDLING THE BULBLETS

Before planting remove the old bulb. Plant the bulbs and bulblets separately. Sow bulblets thick in a row like peas, 100 to a foot or two of row—and cover about one inch. Soak bulblets—not bulbs—a day or two before planting. Keep them thoroughly wet for weeks after planting, as shells are very hard and must be kept very moist else will not germinate.

These bulblets will make small bulbs by fall, which, planted again the next spring, will mostly bloom and all should make ideal bulbs for the year after that.

NOTE.—Corm and Cormel are botanical terms for Gladiolus Bulbs and Bulblets, but are seldom used.

LONG'S Giant Asters—Seeds and Plants

For my splendid list of these noble Giant Asters, see back of catalogue, pages 67 and 68. Asters are so easily grown, so fine and lasting as cut flowers, coming after most other flowers are gone, and standing early frosts, that we should grow them in large lots.

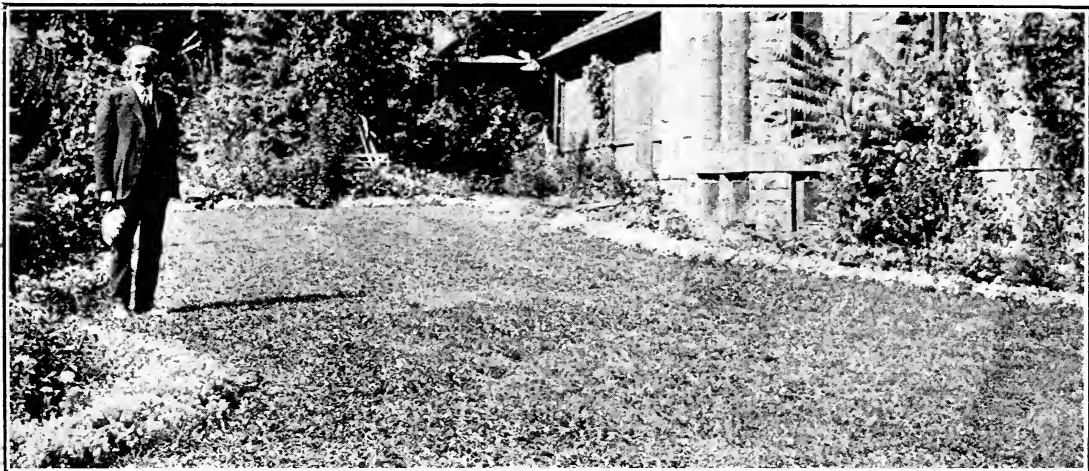
LONG'S Giant Aster Plants

Orders for plants are taken with the understanding that the plants will be sent when ready for setting out, the time depending on the season. We accept orders up to about July 4th. If I have good "luck" with my plants we will be liberal in our count. Ready about June 1st.

I have best success with my outdoor grown hardy Aster Plants, setting them out along about the first of June—from that on to the 25th. The aster is essentially a fall flower and should be brought into bloom after hot weather.

MIXED ASTER PLANTS. Popular cut flower mixture. 16 plants (smallest quantity sold), 50c; 40 for \$1.00; 100 for \$2.00; prepaid.

PLANTS IN SEPARATE COLORS. White, Pink, Lavender, Purple and American Beauty. Your choice, 12 (smallest quantity sold), for 50c; 33 for \$1.00; 75 for \$2.00; prepaid.



Sweet Alyssum for Lawn and Garden

Partial view of Isaac T. Earl's lawn, 2429 Twelfth street, Boulder, showing Sweet Alyssum used as a border. This picture lacks detail and fails to convey the pleasing effect of this cheerful little plant. When Mr. Earl took possession of this place, less than a year before the picture was taken, the premises were badly neglected. The shrubbery and flowers edged with alyssum, are only one season's growth, yet this place was greatly admired all summer for its neat and attractive appearance. There are countless ways alyssum may be worked in to give a finished and delightful effect in garden and lawn.

"The pleasure from your Hit or Miss flower seeds has never been equaled by any other packet of seeds."—Mrs. Grace G. Wolfe, Ellsworth, Kan.

"I want to thank you for the service I have received. The seeds have all been first class."—H. B. McKinney, Brighton, Colo.

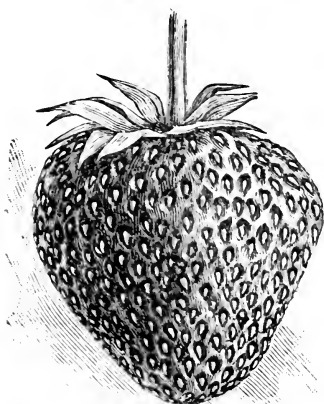
"You see I can't get along without some more tried and true seeds. My glads are growing fine and all my flower seeds came up dandy. The pansies are blooming all the time and are so pretty. The children enjoy them ever so much."—Mrs. W. B. Emery, Delta, Colo.

"The flowers were a grand success. The cannas were fine and I am so proud of them. The dahlias from seed were lovely. Pansies were the prettiest I ever saw and hardly two alike. Asters fine."—Mrs. J. E. Corrin, Moscow, Idaho.

"The pansy plants arrived in good condition and we were surprised to get them so promptly. They are such strong, well-rooted plants. Enclosed find draft for 50 more."—H. E. Nelson, Albion, Nebr.

"We took advantage of your 'Glad' offer and no one else in our neighborhood had such lovely blooms. Am anxious to get more of your bulbs so please send catalogue soon."—Mrs. Jane Giles, East Las Vegas, N. M.

LONG'S Progressive Everbearing Strawberry Plants



What would you think of a family keeping a flock of hens that would lay only a few weeks every year, then loaf around and ask to be waited on the rest of the time?

I'll say that family needed a course in efficiency—or the hens needed it. Sure, we don't want such birds; we want "Everbearing" hens.

Well, how about strawberry plants? The ordinary kinds produce only a few weeks a year. They may be bluffed out by Jack Frost and skip a whole season, yet demand room and attention all year.

But Everbearing Strawberries—now you're talking! They bear the first year, from July until late in fall. Next spring they are on the job again, right along with the "Seldombearing" kinds, and continue the good work until October, or even November some late seasons.

What if they do freeze in the spring? That's not serious. You don't lie awake nights worrying about this. It simply delays the first picking a little.

Wish you could have seen Mr. C. L. Cudebeck's patch here at Boulder last season from plants I sold him. I never saw such a bumper crop before. My culture leaflet tells you about those plants and wonderful results, and how attained.

"I never lost one aster plant of the 75 I received from you. They came into flower early and were the largest around here."—Jessie M. Valdez, Salida, Colo.

"Thanks for the prompt adjustment of the error and the extra plants. They were not due me but are appreciated. I certainly enjoy dealing with you."—Chas. Smith, Clarence, Iowa.

For a small garden, worked by hand, you can plant closely, about a foot apart in the row, and rows 24 to 30 inches apart. Get the Everbearing plants—not the "Neverbearing" sometimes sold as Everbearing—and follow suggestions in my leaflet, sent free with orders or mailed for 3 cents if no plants ordered.

The Progressive variety is exceedingly rugged and productive, adapting itself to varied conditions. So far, it has proven the best all-around variety within reach of the average pocketbook. The foliage is strong and healthy and tall enough to cover most the blossoms, protecting them from frosts. The stems are stout and numerous, bearing large clusters of berries. The berries are large and of excellent flavor.

Prices: 25 plants (smallest order packed) for \$1.00; 50 for \$1.50; 100 for \$2.60; 500 for \$10.00; prepaid up to and including 4th zone, the farthest we ship.

Plant Early! Many make a mistake by ordering late. These plants are outdoors all winter and stand early planting, and do best if planted early. April is the best month in most sections. In normal seasons early April is best. I stop shipping plants the last of May. Order a while in advance. Give us time. I do not promise to ship orders any certain day, or "by return mail."

"I suppose you notice my increasing orders each year. Have had glads the wonder of the community. Raised some with 23 blossoms on a spike."—Mrs. S. J. Kemp, Windsor, Colo.

"I ordered 50 pansy plants, received 64 and was successful with 62. They have the largest blossoms we have ever seen."—Herbert C. Gans, Chappell, Nebr.



NOTE:—The following head to head talk was used in my last season's catalogue. It covers the ground so well that I repeat it this year.

Sure, it's hard luck when seeds don't grow—after you've prepared and planted your garden with great care and fond anticipations. I know all about it. Have inside information, as have been there myself.

Sometimes, if the gardener looks around he can determine the cause of failure, but more often the cause is difficult to locate and then it is that the seedsman gets his. Now as a matter of fact, failure to germinate is seldom due to the seed. With the constant testing and checking up of my stocks there is scarcely one chance in a thousand that Long's Tried and True seeds will not grow if conditions are right.

As I say, the cause puzzles us at times and all indications would lay the blame at the seedsman's door.

A Boulder gardener of long experience planted some of my lettuce seed in his hot-bed. Not a plant came up. Now some would have come right into my store and bawled me out before a bunch of customers. Not so with this man. He had a hunch. He knew that lettuce germinates best in rather cool soil. So a little later he planted from the same package out in the open garden, getting a fine stand. Told me the hot-bed must have been too warm—heat had not subsided enough for lettuce though fine for peppers and tomatoes. Later it would have been O. K. for lettuce.

Mr. Peter Moss of Loveland, Colo., and his neighbor ordered their carrot seed of me together, all in one bag. Peter put all the seed in the drill box and ran his rows. Neighbor took the drill and planted the rest in his garden. Mr. Moss got fine stand and good crop. Neighbor got only a few scattering plants, plowed up the patch and planted to something else. You bet I was glad Peter had a hand in this, otherwise it would have looked bad for me. My guess is that Mr. Moss's patch was worked up real fine, held more moisture and held it longer, and the drill was run at the right depth, about $\frac{3}{4}$ inch.

A sister over at Steamboat Springs wrote me last summer that my alyssum seed did not grow. Did not say was "no good," but I gathered from the way she stated the case that she thought so. How many of you had good "luck" with my alyssum seed last season—Hands up, please—Thank you. I knew that seed was O. K.

Mr. Wm. Joss, 1740 Ninth street, here in Boulder is some gardener; few, if any, better in Boulder county. Of course he plants Tried and True seeds. In the summer of 1918 Mr. Joss called me in to see his freak onion patch. Mr. Walt Pitzer of the Henry Field Seed Co., was visiting me that day, so we drove over together.

There we found the finest peas, lettuce, carrots, beets, in long straight rows across the garden, with a section about two rods wide given to onions from seed. All across each end of the onion rows was a strip some 20 to 30 feet wide in which there was a good stand of onions, growing nicely. Between these two ends a large section of the patch had no onions and never had any, at least none visible to the naked eye. All rows had been drilled the full length of the patch. Why did they not grow all the way through the patch? Search me. Search Mr. Joss. Search Walt. Believe me, I was glad to see the onions growing at the ends of the rows anyhow. Once more my life was saved, though in this case I was safe. Mr. Joss appreciates the fact that seeds may be good and still not grow even when conditions seem all to the good. I seldom have complaints from real gardeners, but could you have blamed anyone for kicking, if conditions had been same all over the patch as in middle of this one, and not an onion showing up, while on both sides were carrots, beets, etc., planted the same day, all growing full length of the rows?

Over at Lodgepole, Neb.—but my page is about full and I must stop, though could go on and on citing such cases. In conclusion, let me ask you to "have a heart" if seeds don't grow. Tell me your troubles, but break the news gently, please. I'm liberal about helping you out, if you have real hard "luck;" though, for reasons stated, I cannot guarantee seeds to grow or be responsible for the crop.

LONG'S Safety-first Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because: You avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

LG1. PUREST WHITE CLOVER SEED. Lb., 80c, prepaid. **Five Lbs.:** 2nd zone, \$3.79; 3rd zone, \$3.84; 4th zone, \$3.93; prepaid.

LG2. BEST KENTUCKY BLUE GRASS SEED. Extra heavy and clean. Lb.: 55c; 2 lbs., \$1.00; prepaid. **Five Lbs.:** 2nd zone, \$2.29; 3rd zone, \$2.34; 4th zone, \$2.43; prepaid. **Ten Lbs.:** 2nd zone, \$4.34; 3rd zone, \$4.44; 4th zone, \$4.63; prepaid. Write for prices on larger lots.

Note. The Government standard germination of Blue Grass Seed is 45 to 50%. My recleaned, heavy, purest seed tests 75 to 90%. Lots of Blue Grass Seed is sold testing 40% or less.

Sow about one part clover to three or four parts Blue Grass, using one pound, of the two mixed, for 300 to 500 square feet. Thicker will be still better but not necessary with my best seed. Sow any time from spring to fall, being careful not to let the soil dry out a single hour in hot weather until grass is started. Read "Germinating the Seed" under head of Flower Culture in this catalogue.



Harvesting Kentucky Blue Grass

These machines do not mow the grass but strip the seed from the stalks by whipping the heads with revolving cylinders. This method saves the seed with the minimum amount of straw and foreign seeds.

Now to get the purest, cleanest grade this Blue Grass Seed has to be run through the mills again and again until all the light seed the chaff is eliminated, leaving nothing but the very heaviest and plumpest seed which, of course, is the seed with strongest vitality. This is the grade I sell.

Open Season for Lawns

The entire grounds around the Boulder High School were seeded with my lawn seed late in August and a splendid stand secured. New lawns may be started or old ones renewed or renovated any time from earliest spring to October. Sowing the seed on top of spring snows is one good plan.

Every year I sell the City of Boulder a lot of Blue Grass and White Clover seed. The beautiful lawns on the Chautauqua grounds are living testimonials for **LONG'S** Safety First Lawn Grass Seed.

How to Grow Dandelions

Dandelions thrive well on front lawn with street exposure. Nature supplies the seed, gratis. After the plants are well started dig a part of the roots out, cutting them off just a little below the surface. This causes the roots to branch, sending out new shoots of luxuriant growth. Thus you make two or more dandelions grow where but one grew before. Avoid cutting too deep or extracting more than half the root, lest you ruin the plant.

Do not sow Blue Grass or White Clover on your lawn after digging if you want the floating dandelion seed to lodge and take root wherever the ground has been disturbed. Avoid, also, raking the lawn and sowing pure grass seed from March to September. While the grass seed may not entirely run out the dandelions, it will at least cause a weak and sickly growth of them.

Sowing cheap light-weight blue grass seed is a harmless practice, as little will grow and most of it will blow away. But with white clover seed it is different. Most cheap white clover seed contains a large per cent of plantain seed and the plantain will choke out the whole works, dandelions, grass and all. It is almost impossible to get rid of the plantain.

To keep a green lawn and discourage dandelions sow grass seed every year, several times during the season is a good plan. Pure blue grass and white clover are the best grasses. Buy a good dandelion rake and exercise it daily.

Note. Write the Agricultural College at Fort Collins, Colo., for Prof. B. O. Longyear's Bulletin No. 236, "THE DANDELION IN COLORADO."

How to Make and Maintain a Good Lawn

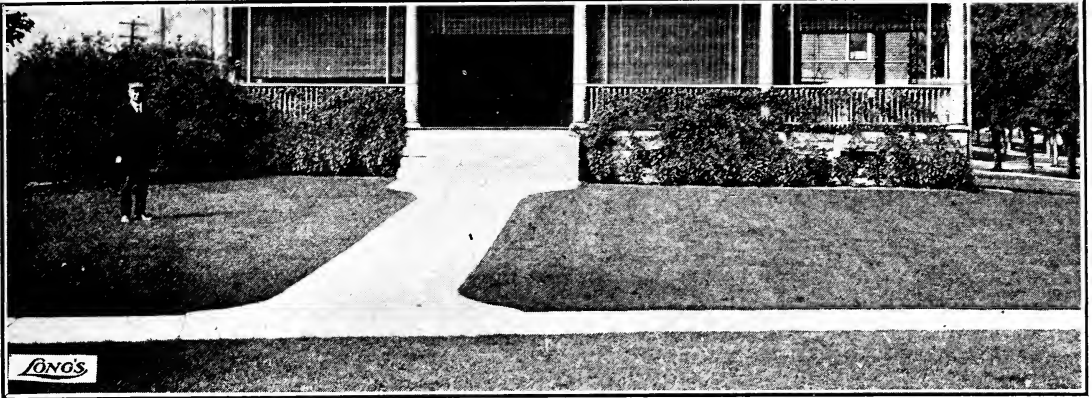
A mixture of good lawn seed and horse sense will go far to insure a good lawn. New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care you give the lawn along this line before sowing the seed the better results you will have. Seed will wash to the low spots and make your lawn spotted. Some will complain that the seed was not good as came up only in spots.

Sow part the seed one way and then sow some more crosswise, so as to avoid streaks. Rake well before and after sowing. Save some seed for sowing in spots that fail to

come thick enough. Water gently but thoroughly so often that soil never dries out until seed is up. Clover comes quickly. Blue Grass comes slowly but hangs on like grim death after once gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the Blue Grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed, as simply horse sense would suggest. Five pounds bone meal to 100 square feet is good in spring or summer. Rotted barn-yard manure is O. K. if applied in winter or early spring. See also suggestions above.

Two Beautiful Lawns in Beautiful Boulder



A good many home owners still think of Lawn Grass Seed as something to be used only in making a new lawn. Fact is, most lawns need touching up every season, maybe several times during the year, to keep a full stand of grass and crowd out the weeds.

The beautiful lawn I'm showing you above is rejuvenated every year with a sowing of Pure Kentucky Blue Grass Seed. The owner, Mr. J. A. Davis of the popular White-Davis Mercantile Company, applies business sense to his lawn as well as to his store.



Sure hate to disappoint you house hunters, but I am not in the real estate business and this beautiful new house is neither for sale nor rent. It is occupied by its owner, another Boulder business man, Ben Sessel, and family. Ben spent a bunch of money building this elegant home and fixing up the grounds, and didn't fall down on the finishing touches when it came to the lawn.

He made a bee line for **LONG'S** Seed Store, bought Safety-First Blue Grass and White Clover seed, sowed it in midsummer, then watched it closely to see that the ground did not dry out. Has a dandy lawn, and a lot more of it than shown here. Keeps some extra seed on hand to sow where weeds might otherwise get a foothold in thin spots.

Speaking of Beautiful Boulder, I'll say it is indeed a beautiful little city. Incidentally, I'll say also that Long, the seed man, has done much towards making Boulder beautiful. This by creating an interest in flowers, beautiful lawns and well-kept gardens, and also supplying at reasonable prices the best of seeds, bulbs and plants. Doubtless modesty should forbid my saying this, but—well, it's the truth anyhow.

THREE GOOD THINGS

"Too Late to Classify"



LONG'S Everlasting Flower

Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets. Will really keep for years. May be washed with soap and water to brighten up. An old-fashioned flower that is "coming back" strong now.

Important. Cut the flowers when partly open, just as shown in this picture. Don't put them in water but hang them up dry in dark. Place also some on shelf in dark closet, so blossoms and part of stem hang over edge of shelf. This gives curve and charm to the stems when placed in vase.

Golden Globe. Large, golden yellow.

Silver Globe. Chaste silvery-white.

"Christmas Red." Very popular for Christmas decorations. Some florists and gardeners make a bunch of money selling this at Christmas time.

All Kinds Mixed. These and other colors all in one mixture.

Prices: Any color, or all mixed: Pkt., 10c; 3 for 25c.

Scarlet Runner Bean

Here's something that is not known and appreciated as much as it merits. It is one of the best quickening growing climbing annuals for shade. The red blossoms are very ornamental and, best of all, the green beans are splendid for use as snap beans. Few people in our country think of the Scarlet Runner Bean as anything else but an ornamental climber. But in England it is one of the favorite green snap beans.

And as for rapid growth it is a wonder. One Wyoming customer said last year that she thinks now it was the Scarlet Runner Bean which Jack found so helpful in making his getaway from the giant. Price: Pkt., 5c; ½ lb., 20c; lb., 35c; prepaid.

Mammoth Sunflower

The well-known Giant Russian Sunflower that makes such a tremendous growth and bears a lot of good seed; good for poultry food. The whole plants are now used a great deal for silage. Pkt., 5c; lb., 20c; prepaid. 5 lbs. at 16c; 10 lbs. at 15c; prepaid.

A Dollar Bill Will

bring any of the following items prepaid to your door. As you will note, all through this catalogue, I have priced many seeds, bulbs and plants in even dollar lots. One thought I had was that now since the dollar bill has come West to grow up with the country you will find it quite convenient to slip a bill, or several bills, into an envelope with your order for some of these extra good things to be had at **LONG'S**.

In spite of all that is said to the contrary, there is little risk in mailing paper money.

Early Red Head Tomato —One Ounce.....	\$1
Radish —Lb. Long's Icicle.....	\$1
Radish —Lb. Long's Crimson Giant.....	\$1
Pop Corn —4 Lbs. Jap Rice.....	\$1
Pop Corn —5 Lbs. Spanish Giant.....	\$1
Pop Corn —6 Lbs. White Rice.....	\$1
Sweet Corn —4 Lbs. Golden Bantam.....	\$1
CORN —Minnesota No. 13. 7 Lbs. for....	\$1
Melon —¼ Lb. Greeley Wonder.....	\$1
Onion —5 Oz. Imp. Mt. Danvers.....	\$1
Sweet Peas —½ Lb. "33-in-1" Mix.....	\$1
Sweet Peas —10 Oz. Special Mix.....	\$1
Beans —3 Lbs. Brittle Wax.....	\$1
Peas —3 Lbs. Your Choice.....	\$1
Gladioli —Super Seven Collection.....	\$1
Gladioli —25 Sunshine Mix.....	\$1
Gladioli —Six War and Six Peace.....	\$1
Pansy Plants —40 Super Giants.....	\$1
Aster Plants —40 Long's Giants.....	\$1
Strawberry Plants —25 for.....	\$1
Tomato Plants —25 Red Heads.....	\$1
Cabbage Plants —75 Copenhagen Market...	\$1
Cabbage Plants —75 Round Head.....	\$1
Cauliflower Plants —60 for.....	\$1
Pepper Plants —50 Transplanted.....	\$1
Celery Plants —75 Transplanted.....	\$1
Asparagus Roots —36 for.....	\$1
Rhubarb Roots —9 for.....	\$1
Hollyhock Roots —Nine Your Choice.....	\$1
Hollyhock Roots —Twelve Our Mixture.....	\$1
Shasta Daisy Roots —Five Good.....	\$1
Hollyhock Roots —Five "Sunset".....	\$1
Gypsophila Roots —Seven for.....	\$1
Dahlia —"Attraction," New.....	\$1
Dahlia —"Mrs. Warner," New.....	\$1
Dahlia —"Kalif," a Whopper.....	\$1
Canna Roots —Seven Your Choice.....	\$1
Canna Roots —Ten Our Mixture.....	\$1
Pansy Seed —Five 25c Packets.....	\$1
Dahlia Seed —Five 25c Packets.....	\$1
Dahlia Seed —Pkt. Professional Mix.....	\$1
Zinnia —Colossal. Nine 15c Packets.....	\$1
Aster —Long's Giants. 14 10c Pkts.....	\$1
Onion Sets —1,000 Hazel White.....	\$1
Onion Sets —1,000 Hazel Yellow.....	\$1
Onion Sets —6 Qts. Prizetaker.....	\$1
Blue Grass —2 Lbs. "Safety First".....	\$1
White Clover —1¼ Lbs. "Safety First".....	\$1
Iris Roots —Four Giant Lavender.....	\$1

"We like your way of doing business, Mr. Long, and come again with the enclosed order. We have found such satisfaction in your seeds, bulbs and plants that we are getting the Long habit. The pansy plants came promptly and were in fine condition."—S. E. Phelps, Attorney-at-Law, Casper, Wyo.

How to Grow Beautiful Flowers from Seed

By observing these general suggestions you will be able to grow the different kinds of flowers, even though I do not give cultural directions in connection with each number on my list. Read this page once a week all season. I've boiled it down; there's a lot worth knowing and practicing in these few lines.

PREPARING THE SEED BED

Next to securing the best of seeds is the matter of preparing the soil at the right time and in the right way. Every year I tell you to plow or spade up your gardens in the fall, leaving the ground rough so that Nature can work all winter for you, freezing and thawing the clods and making the ground mellow and fine for spring. Late fall plowing will also put a finish to many insect pests. I note that few people do this, but that's your loss.

You must have the surface fine and mellow to get best results, especially for fine seeds. After spading, use the rake vigorously and don't quit until you have the top soil as fine as possible.

For convenience in sowing, cultivating and picking the flowers, I like to lay off my gardens in beds about four feet wide, working from the paths and not tramping between the rows in the beds.

SOWING THE SEED

The finer the seed the shallower it should be covered. Petunia and other very fine seeds should be barely covered, other seeds that are larger should have one-fourth of an inch of soil over them, while the still larger seeds like nasturtiums and sweet peas may go down one to two inches. In this and all other work in your garden just use common sense. Imagine yourself one of the seeds and think how you would like to be treated. For extra early plants you may start the seed indoors, but for most things I prefer to wait until they can be sown in the open. I prefer the hardy, husky, outdoor grown plants.

GERMINATING THE SEED

The smaller the seeds and the shallower they are sown the greater the danger of the light covering of soil drying out before the tiny roots get a good foothold in the ground below. Here's just where many people fail and then blame the seed and seedsman who supplied it. As a matter of fact, seeds retain their vitality for years and it is indeed seldom that failure to germinate is due to poor seed. You must neither cover the small seeds too deep nor let them dry out a single hour if covered shallow.

Now here's a secret! After sowing and covering fine seeds very shallow, spread a thin layer of excelsior, torn to shreds, or coarse hay or straw over the bed, holding it in place with poultry netting well staked down. Or if the netting is not at hand use brush, cornstalks, or anything that will not smother the plants. Burlap may also be used in place of the excelsior. This prevents wind blowing the soil and seed away, and prevents seed from being floated into piles when watering the beds, and keeps the soil from drying out. As soon as the plants show up then remove the covering.

CULTIVATING AND WATERING

Weeds are great bluffers. Get after them from the very beginning in a manner that will give them to understand that they might just as well give up the battle first as last. However, weeds are useful, for they keep us digging and scratching around the plants and thus giving the top soil just the treatment it needs, but without them many would forget to keep the soil so thoroughly worked.

Remember that plants need air as well as moisture. Keep the soil loose.

Furthermore, frequent stirring of the soil conserves the moisture and if you will "Use the hoe more" you will need to "Use the hose less." Most people water their plants too much and do not cultivate them enough, and for that reason I have adopted the slogan, "Use the hoe more and the hose less." That's where you have a hose, of course. The same applies to irrigating from a ditch. Dry farmers get good results by using the hoe often. When I say hoe I mean anything from a hairpin to a tractor that will stir the soil. I use a garden rake a great deal in place of a hoe when plants are small. With some plants you can rake right over the rows without injuring the plants. Rows of gladioli from bulbets can be raked until plants are six inches high.

PANSIES, ASTERS, SWEET PEAS

Everything I have said about sowing and germinating small seeds applies especially well to pansies and asters. Both these may be sown outdoors early in the spring, as ordinary frosts do not hurt them if they are made to "rustle" from the beginning. Both are very easily transplanted, and for this reason I generally sow in small beds and later transplant where wanted.

Speaking of transplanting, do not wait until plants get crowded and "spindling," but transplant when they are still small. Always press soil firmly and water each plant at once, drawing some fine dry soil around the plant after watering it to prevent evaporation and baking of the ground. This applies to any plant, flower or vegetable.

Pansies bloom in a few months from outdoor sowing, doing their best in the cooler fall months, or if started the fall before, in the early spring. Sow seed in August or early September for extra hardy early spring plants. Those I sell are from fall sown seed and wintered outdoors without cold frame or hot bed. I simply protect with layer of excelsior—just enough to prevent alternate freezing and thawing. Each plant has a mass of fibrous roots by spring—strong roots and small tops, that's the ideal plant for setting out.

Pansies and asters both do well in partial shade, though shade is not necessary. East side of the house is an ideal location, if no other shade. Use manure in pansy beds, but not for asters. Asters do fine in new soil; a border dug up along the edge of the lawn suits them very nicely.

Sweet peas stand early planting and do well planted from February to May, though the middle of March to middle of April is generally best. Sow the seed in rich soil, cover 2 inches or so, give support to vines, cultivate well and water thoroughly several times a week rather than spray lightly every day. Sowing in well prepared trench is often practiced with good results, but trench is not necessary. Use ounce of seed to 15 to 20 feet of row. Thin plants to several inches.

NOT ALWAYS TRUE TO COLOR

Do not be surprised if flowers planted in separate colors do not all come true to color. There is always a chance of slight mixing in the handling of seeds, with the best of care. Moreover, plants will "sport" at times. That is, they will produce flowers different from any known distinct variety. This is a virtue instead of a fault, for many of our finest varieties came by chance in just this way, the grand Giant Spencer sweet peas being a notable example. The new red sunflower, which originated here at Boulder, is another example. Zinnias do not all come true to color.

Pester the Pestiferous Garden Pests

Many of these pests come and go—are worse some years than others. We never know just what we may have to deal with before the season is over, but can be pretty sure will have trouble from some of them. So the sensible thing to do is to be ready to combat these undesirable citizens. "Do them as they would do you—but do 'em fast."

Most gardeners throw up their hands and cry "Kamerad" the first time the enemy pulls a pop-gun on them. Also, a good many do not understand the nature of the pests and what it requires to put them out of the running. Now nearly all the pests we have in the West can be routed with few weapons and only several kinds of ammunition.

First, we must understand that some pests will eat poison, on plants or put out as bait, while others, known as sucking insects, cannot be poisoned the same way. They must be destroyed by contact poisoning—the dope must be sprayed directly on to the insect, and, when done right, gets his goat.

Other remedies or devices are repellants, anything having a vile odor, such as carbolic acid, kerosene, turpentine, etc. Or a substance making an irritating dust, as air-slacked lime, ashes, tobacco dust, will drive the intruders away for a time. The effect of these repellants lasts a short time only and may have to be repeated. Air-slacked lime mixed with flower of sulphur is recommended as one of the best repellants for some things. Fresh poultry manure placed close to but not touching squash plants sometimes halts the bugs. Young chickens running among the vines scare the bugs away.

Then there is physical violence, in which you go to it and pick the bugs off by hand or trap them and destroy them. The hard-shelled squash bugs may be trapped by laying pieces of boards or shingles near the plants at night. The bugs crawl under them and in the morning are sluggish, when may be captured and dealt with according to law! Aster beetles may be hand picked, as generally not a great many at a time.

For grasshoppers take 2 lbs. bran or corn meal, mix dry with 1 oz. Paris green or arsenate of lead. Then mix with this 2 tablespoonfuls of molasses and about 1 pint water to which has been added the juice of half a lemon. Mix all together and late in evening sow it very thin, making it into flakes almost like snow. This will prevent poisoning birds or animals. In a day or two you may not see any grasshoppers, dead or alive, and will think they did not take the bait but moved on. Careful search will disclose many dead grasshoppers hidden, for the reason when Mr. Grasshopper gets sick with a pain in his tummy he wants to be alone and drags himself off to some hidden spot.

The same mixture is also used for cut worm bait.

Now for spraying. Practically all the insects that trouble our Western gardens, and that can be controlled by spraying, can be handled with only two kinds of dope. For poison spray use arsenate of lead, one ounce to 6 quarts of water. For sucking insects (lice or aphids) use as a contact poison "Black Leaf 40," one teaspoonful to a gallon of water, or Sulphur-Tobacco soap.

There are other preparations that will accomplish the same ends, but with these two and a good sprayer you can be master of the situation in most cases.

Kerosene emulsion may be used in place of Black Leaf 40, also there are other tobacco preparations, soaps, etc., that are good, though

the Black Leaf 40 seems to be the most effective. To make kerosene emulsion, dissolve one pound of laundry soap in one gallon soft water and heat to boiling point. Remove from fire and add 2 gallons of kerosene and stir vigorously. After this is cooled, add 10 parts water to one part the kerosene dope. This may of course be made in smaller lots, just so the proportions are kept about the same.

Sweet pea lice, or aphids, should be pestered with contact poison—Black Leaf 40, Sulphur-Tobacco soap. Don't spray with Paris green or arsenate of lead. Dashing the vines with hose discourages the lice.

Lice on cabbage may be sprayed with Black Leaf 40 or the kerosene emulsion. Throwing dust on the plants also helps.

Cabbage worms may be poisoned by spraying with the arsenate of lead solution until heads are half grown, with no danger of poisoning the heads, as grow from inside. Hot water, almost boiling, may be poured right on to the cabbage plants and will kill insects with which it comes in contact, yet does little or no harm to the cabbage. One gardener says he never fails to drive off cabbage worms by spraying or sprinkling the plants with water in which has been soaked some common tar paper. An experienced Brighton (Colo.) cabbage grower uses one lb. Paris green to 100 lbs. stucco, well mixed and shaken over the plants from a gunny-sack.

Tiny fleas that eat turnips, radish, etc., just when they are coming up, may be controlled by shaking air-slacked lime or tobacco dust over the rows from a loose woven gunny sack. Ashes also help some.

Small striped melon and cucumber bugs generally give way if plants are dusted with tobacco dust. Good idea to have several pounds handy.

Corn root worm can be side-stepped by not planting corn in same place two years in succession.

This subject is too big by far for me to more than merely touch upon, and it will not be possible for me to go into further details by correspondence. I'd like to accommodate you, but it is out of the question. Just can't spare the time.

But you write your agricultural college or that of some other state for additional information. Also call on your county agent for folders and bulletins.

I supply free with each sprayer a Spray Calendar prepared by experts. It is written to cover wide territory, so some portions not of local interest, but will prove quite helpful.

Destroying Squash Bugs

"The squash bugs, like chickens, come home to roost. I found that in the early morning a very small area contained millions of them, so I hit on the plan of killing them with a blue flame gasoline torch, such as electricians use for soldering. In about an hour I killed about 98% of all I had and have not seen a colony in years, and scarcely ever see a single bug. There was no damage to the plants, as the bugs fall on the ground as soon as they feel heat and hear a noise."—H. J. Baldwin, Minnesota.

Mag-o-tite for Maggots

At last we have something definite for the troublesome root maggots. These maggots work on onions, radishes, turnips, etc. Their ravages can now be prevented by applying a powdered preparation, Mag-o-tite. This must be applied in the row when planting, also dusted along the row a few times after plants are up. See next page.

Some First Aids for Saving Your Garden

It happened last year, and will happen again this season unless you act on my suggestion.

What happened? Why, the pests came and found you without the dope and appliances with which to combat them. It's a case of "Johnny get your sprayer"—and other tackle and dope, **before you need them.** You may not need them at all, but better have 'em ready. At least, get your sprayer and get it early. Read opposite page carefully.



Mag-o-tite, applied when planting, and at intervals later on, will save all root crops—onion, radish, turnip, etc. Also recommended for asters. Don't overlook the point that this must be on hand at time of planting. **Therefore order it before planting time.**

Prices, not prepaid: 2 lbs., 35c; 4 lbs., 60c; 8 lbs., \$1.00; 25 lbs., \$2.50; 100 lbs., \$8.50. Full directions with each package. Use a pound for 300 feet of row when planting. Have more on hand for later applications. It keeps, and should be bought in the lots of 8 lbs. or more for most gardens, to save in price and cost of delivery. Add postage at zone rates if wanted by parcel post.

Two Good Sprayers

Here's a dandy sprayer that will fill the bill for the average home garden, and will do the job right. It is No. 25-C, made with two nozzles or spray caps, as shown, so that will reach under the leaves.

No. 25-C is so constructed that it operates continuously on both the up and down stroke and throws a fine misty spray. Will handle all the usual solutions and is fine for rose bushes, poultry houses, etc., as well as for general garden use.

Galvanized reservoir; spray caps are made of brass, and other parts durable tin, the whole being built for service and durability. Capacity of reservoir, one quart. Price, \$1.50. Same, but with brass reservoir, \$1.75. As the shipping weight of this Sprayer is very light, I will prepay within first four zones. Ask for price to other zones.

COMPRESSED AIR SPRAYER, No. 1-D

Price \$8.00, Not Prepaid.

This is the larger sprayer, with a solution tank holding 3½ gallons. It is the strongest and most simple in its working parts of any compressed air sprayer. Two pumpings of about 15 strokes will discharge the contents under high and constant pressure. After pumping, the operator has nothing to do but direct the spray. It is equipped with non-clogging nozzle. Tank is made of heavy galvanized steel. The air pump is brass. Entire machine is made without screws or bolts, and no tools are required to take it apart.

Price \$8.00, f. o. b. Boulder. I can also supply this Compressed Air Sprayer with brass tank, price \$11.00. Both are fitted with special Auto-Pop automatic shut-off, in connection with nozzle, as shown. Shipping weight, 11 lbs. If wanted by mail, add parcel post at zone rate.

I plan to keep both No. 25-C and No. 1-D in stock here at Boulder so as to make prompt shipment, but in ordering it is well to order some weeks in advance of time needed, for it is hard for me to forecast the demand, and I may have to order from the factory.

Sulpho Tobacco Soap

Much used for spraying roses, sweet peas and many other plants. Is a contact spray for lice. 3-oz. cake, 10c; 8-oz. cake, 25c, with directions. If wanted by parcel post add 5 cents to either size for packing and postage. Better get the 8-oz. size as comes cheaper and keeps.

"Black Leaf 40"

Get this through your local druggist if you can, as it is not mailable and express is excessive on so small a package. I can supply, however, at: Oz., 25c; ½ lb., \$1.00; not prepaid.

Arsenate of Lead

This, also Paris green, can most likely be bought from your local dealer to best advantage, as both not mailable. Write me for prices if you wish me to supply.

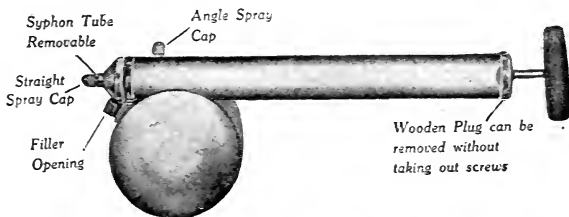
Tobacco Dust

Scatters and drives away bugs on melons, cucumber, etc. Good idea to have this on hand. 2 lbs., 35c; 8 lbs., \$1.00; prepaid.

Flower City Plant Food

Concentrated fertilizer or plant food especially recommended for house plants. Package, 25c. Add 5 cents if sent by mail.

"The pansies are doing fine. Every one grew, though arrived in the blizzard and have had several blizzards since I put them out. Have been picking some almost every day (May 11, 1920)."—Mrs. H. C. Hoch, Yuma, Colo.



Sprayer No. 25-C. Price \$1.50, Prepaid.



LONG'S CERTIFIED MINNESOTA NO. 13 SEED CORN

Tried and True—Selected—"Equipped with Self Starters"



Mr. Long, caught with the goods, in one of our registered fields of Minnesota No. 13 near Boulder. Come on, you Kansas corn growers, can you beat this very much?

My first summer and fall (1900) in Boulder County was spent on a ranch a few miles east of town, where I received \$1.00 a day, whether I earned it or not. I remember husking some small Swadley Corn that fall. Coming from an Iowa farm, I thought corn growing in Colorado quite a joke. Seemed like most everyone else thought so too, and for some years after that.

But land sakes! How styles have changed! Now we are growing corn, real corn, lots of corn, corn that makes an old Iowa farmer stroke his chin, rub his eyes and wonder if he has lost his bearings and is really in Colorado. We are learning how to grow corn; how to make the best use of our short season. Best of all, we are getting wise to the varieties adapted to our high altitude conditions.

The one variety that is doing more than all others to put Colorado on the Corn Map is Minnesota No. 13. It is practically as

early as the small, low yielding varieties, such as Swadley and White Australian and gives the Corn Belt favorites, as grown in the East, a run for their money in the race for yield. That's what we've got to have—earliness and a yield worth while.

Minnesota No. 13 is not a new variety. You hear so much about it on all sides here in Colorado of late because it is only within the last few years that its merits have been appreciated and exploited here to any extent.

Minnesota No. 13 was not originated by the Minnesota Experiment Station, as many think. The Station procured the seed from a Minneapolis seed house, the firm invoicing it simply as No. 13, little dreaming how valuable this variety would prove to be. Comparative tests showed No. 13 to be a wonder in combining earliness with high yield, so that the Station began at once to give it special attention and improve the stock from year to year, which work is still continued. The variety is now known as Minnesota No. 13, a mighty lucky number for northern and high altitude corn growers.

The name has been fixed, but the type still varies considerably, depending on where grown and the selection different growers have made from year to year, according to their personal ideas of what it should be or what they like.

The Minnesota Experiment Station keeps the following ideal in mind as the standard type: Ears cylindrical, 8 to 8½ inches long, 6 to 6½ inches in circumference. Cob comparatively small, the average run of ears shelling 83% of corn, some records as high as 90% having been made. Kernels wedge shape with square shoulders at cap and tip, about twice as broad as thick, dented and slightly rough—only a suggestion of roughness, caps saucer-shaped and slightly wrinkled. Color rich old gold, bright and of good lustre but not shiny. A lot more that might be said in detail, but for general purposes it is sufficient to know that it delivers the goods, and on time.

As I've said, the type keeps breaking and will not "stay put," except under careful breeding and selection. It has a tendency to revert to too smooth or flinty type, so that in selecting seed it is advisable to use some ears that themselves are too rough, but they will help to hold the type nearer to the Minnesota Experiment Station standard or ideal. Minnesota No. 13 never has been and may never be a fancy or show variety. It's a rough and ready sort, handicapped in appearance when compared with some other yellow dents. Like the Swede's mule, it's "not very purty, but hal fer strong."

Minnesota No. 13 might be called the dual purpose corn, for it yields well in shelled corn and also produces heavy tonnage for the silo. We do not claim that it will make as heavy a silage yield as some late maturing kinds, but it is not a small corn by any means. Many farmers now prefer the richer silage from Minnesota No. 13 to the greater tonnage from immature corn carrying less nutriment. The number of such farmers is growing from year to year.

Owing to the popularity of Minnesota No. 13, scarcity of the seed, heavy demand, high prices it brings, it appears that other yellow dent varieties have at times been sold as Minnesota No. 13; also, that Minnesota No. 13 from southeast Nebraska has been sold in competition from northern grown, acclimated seed, so that planters are getting justly

particular and want to know, as they have a right to, just what they are getting when buying seed of Minnesota No. 13.

For this reason, and because I take pride in handling "Tried and True, Best for the West" seeds, I offer nothing as Minnesota No. 13 but what I know to be genuine, northern grown, acclimated seed, "equipped with self-starters."

With each lot of Minnesota No. 13 I furnish a signed certificate, certifying that the seed is genuine northern Colorado-grown Minnesota No. 13. This is more than mere form with me. I deem it a serious matter, and will not issue a certificate unless I personally know the grower, and that he is as reliable as you expect me to be. I also must know the history of the seed from which his crop was grown.

Every precaution is taken to insure your getting just what you order. This season I am even going so far as to have in stock no other kind of yellow dent seed corn, so it will be impossible for us to make any mistake as to this in filling your order. All 100-lb. lots will be put up in strong new bags, made and printed especially for this seed, the bags printed in large letters: "Long's Certified Minn. No. 13 Seed Corn, Best for the West, The J. D. Long Seed Co., Boulder, Colorado." Thus every bag involves my reputation, and you may be sure that I am as eager as you are that the seed shall be all that is claimed for it. You will be mighty well pleased when you receive these special Minn. No. 13 bags of seed, and, I believe, the pleasure will be intensified as the crop grows and delivers the goods.

I offer Honest-to-Goodness, genuine Colorado-grown Minn. No. 13 seed corn in three main lots of groups. Each Lot is kept to itself, carefully labeled, so that I know the pedigree, history, name of grower, etc., of each bag. All three Lots are graded and tested, the germination test being given on each label.

For convenience in designating each Lot, also for ordering, I shall call these: LOTS 1, 2, and 3. They are all so good that I hardly know which to lead off with, but will call GILFILLAN'S PIONEER stock No. 1, because it has been grown in Colorado the longest.

Lot No. 1—Gilfillan's Pioneer—

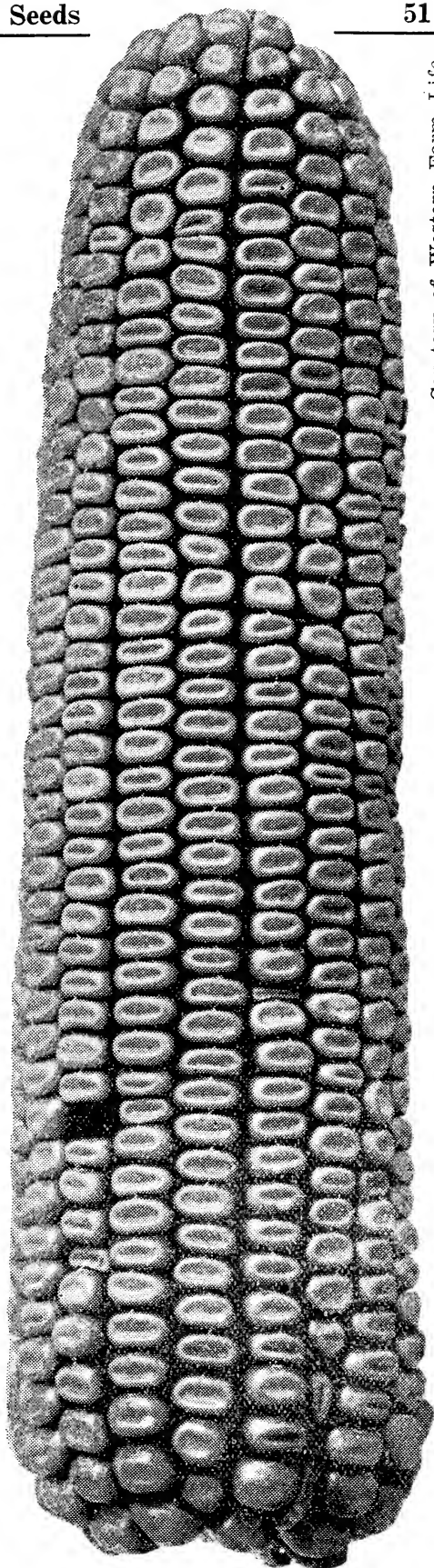
Early, Large, Drought-Resisting

Grown for Ten Years on Dry Land

In 1911, Mr. J. A. Gilfillan obtained his stock of Minn. No. 13 corn from Henry Field Seed Co., they getting it from a South Dakota grower whose stock came from the Minn. Ex. Station, through the South Dakota Ex. Station.

Mr. Gilfillan has grown this stock continuously ever since and claims to be the pioneer grower of this variety in Colorado. So far as I can learn he stands at the head of the Colorado class of Minn. No. 13 corn growers. But this alone would not necessarily recommend Gilfillan's Pioneer stock, so I am pleased to tell you more about it. Mr. Gilfillan took such a liking to his Minn. No. 13 that he has made it a specialty, almost a hobby, you might say, and has done splendid work in selecting and improving the variety since it came into his hands.

He has grown it every year on dry or non-irrigated land over east of Platteville. Crops have varied with seasonal conditions, but the average has been most gratifying. Largest yield was 60 bushels to the acre, tallest crop nearly 11 feet average, with one stalk over 12 feet, which won the prize at the



Platteville Fair—this dry land grown, you understand.

Mr. Gilfillan claims—and backs his claim with the goods—to have improved his stock decidedly in earliness of maturity, drought-resisting, and size, which is going some. Speaking of the small cob weight, he told me the percentage of shelled corn obtained at times, but I'm afraid you might not believe it, though I do, because I know "Jack," as he is known to his friends. Down in Missouri they grow a certain variety of white corn primarily for the corn cob pipe factories, the essential part of the ear being a fine big cob, while the corn itself is thought of more as a by-product. That's all right if you are growing corn for making pipes, but Jack had no market for the cobs, so did his derndest to eliminate the cob—and came mighty near doing it!

Jack Gilfillan is a crank about selecting his seed corn. Every ear has to pass his personal inspection and approval. I've known times when customers were howling for his seed, but he would not let another pound go out as seed corn, though he had plenty that would germinate all right. Like myself, he cares more for his reputation than a little extra money.

So much for Gilfillan's Pioneer. It's a hummer for dry land and still better if moderately irrigated.

Lot No. 2—Registered Stocks

In this Lot or group, I include only such seed corn as comes to me direct from registered fields, same having complied with all requirements of the county agent and seed corn committee, duly registered and certified by them. All registered seed must trace its origin back to the Minnesota Experiment Station or some Minnesota grower recommended and vouched for by the Station. It must also comply with strict rules as to being grown far from any other variety, the grower must be known as a man of integrity, so that in every way the stock is safeguarded and kept true and pure. For those wishing to grow seed eligible to registry, this is the Lot to buy. Others growing the corn as a commercial crop or silage will find my Lots 1 and 3 very satisfactory also. **Gilfillan's Pioneer, Lot 1,** is making a great record for earliness and productiveness, especially on non-irrigated land. But all three Lots are fine. Take your choice.

Lot No. 3—Certified Stocks

Lots 1 and 2 are not only certified but are also pedigreed—that is, I give you the history of the seed in each bag, with name of grower, in short, a pedigree running back to the Minnesota Experiment Station.

Now in Lot 3 I offer nothing but genuine Minnesota No. 13 seed, northern Colorado grown. But I do not supply with the seed anything more than a signed statement, stating that is it true Minnesota No. 13. I do not give the pedigree, name of grower, etc., as with the other lots.

This for the reason I take in and sell a good many small lots from customers who planted my stock last year. I know each lot to be Minnesota No. 13 all right, and right good seed in every way, but I do not go to the trouble and expense of keeping every grower's stock separate. All these smaller lots go in together as Lot 3. All must be selected ears, graded and tested. This Lot offers you high-grade seed at somewhat lower prices, as you will note.

"I had splendid results from your seeds, even though we had a severe drouth."—Fred Kopp, Camas, Mont.

1921 Prices for Minnesota No. 13

Lot 1, Gilfillan's Pioneer. In a class by itself—extra good value at these prices: Small lots, at 20c lb.; 7 lbs., \$1.00; prepaid. Larger lots, not prepaid: 25 lbs. at 11c; 50 lbs. at 10c; 100 lbs. at 9c. (Save 50c per 100 lbs. on Platteville shipments. See below.)

Lot 2, Registered Stocks. The pride of Boulder County—"the corn that made Boulder County famous." Small lots at 20c lb.; 6 lbs. for \$1.00; prepaid. Larger lots, not prepaid: 25 lbs. at 12c; 50 lbs. at 11c; 100 lbs. at 10c.

Lot 3, Certified Stocks. Personally known to me as Honest-to-Goodness Colorado grown Minnesota No. 13. Small lots, 15c lb.; 8 lbs. for \$1.00; prepaid. Larger lots, not prepaid: 25 lbs. at 10c; 50 lbs. at 9c; 100 lbs. at 7c.

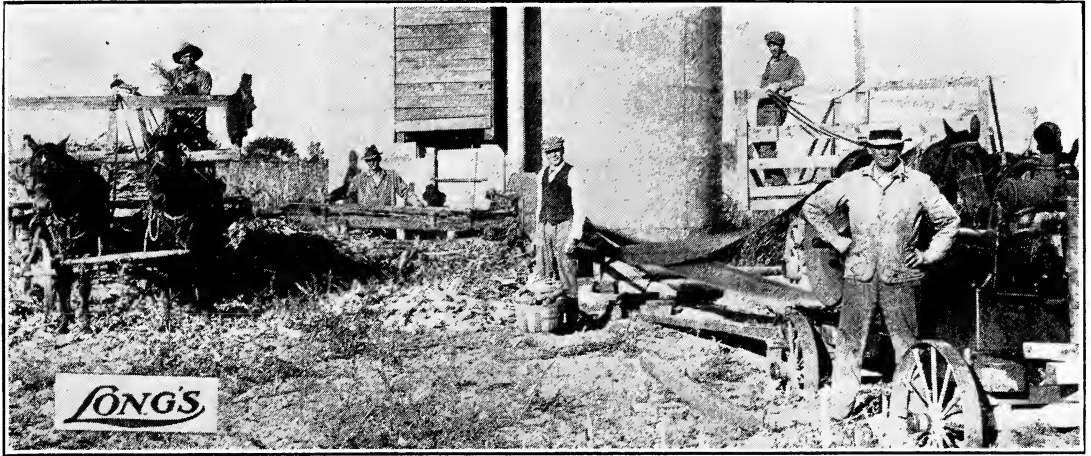
Quantity or Wholesale Prices: It will pay you to talk this over with your neighbors and order at the following prices for larger lots: 200 lbs. at 25c less per 100; 300 lbs. at 50c less per 100; 400 lbs. at 75c less per 100; 500 lbs. at \$1.00 less per 100. Ask for prices on larger lots.

Platteville Shipments. If you order early—before "Jack" gets busy with spring's work in the field, I can have Mr. Gilfillan ship your "Pioneer" seed direct to you from Platteville, provided you give him a little extra time, as he does not care to run to town with just a bag or two. I'll send him a bunch of orders every week or ten days for these direct shipments. On lots of 100 lbs. or more shipped from Platteville you may deduct 50c per 100 lbs. from "Pioneer" prices.



Mrs. C. W. Fox (with the Long Seed Co.) inspecting our Minnesota No. 13 dry land seed crop near Weldona, Colorado, July 16th, 1920. Though planted late, this field matured a fine crop long before killing frosts.

Minnesota No. 13 Corn Makes Best of Silage



Here we are at Sam Thomas's ranch near Boulder. Sam was so busy filling his silo with a bumper crop of **LONG'S** Minnesota No. 13 Corn that we could hardly get him to stop long enough to "look pleasant" for the camera man. That's Sam by the engine. Says he is mighty well pleased with Minnesota No. 13 for silage, as it makes good tonnage and good rich feed also. Mr. Thomas is a live wire and authority on corn, silos and dairy cows.

Selected—Not Field Run

As I understand it, most the seed corn sold in Colorado is taken with little or no selection, but so screened and sized up at times as to make it look as good as selected seed. My stocks are all selected, a large percentage of the crop being discarded. It costs more and is worth more than field or crib run. It's real seed corn!

Minn. No. 13 at 6,800 Feet

Mr. E. E. Kirkpatrick, over near Great Divide, Colorado, planted some of **LONG'S** certified Minnesota No. 13 last spring—May 22nd. Says it made a wonderful showing by fall. Used most of it for silage but saved enough matured corn for his seed. Had roasting ears September 5th. Altitude 6,800 feet. I have other good reports from high altitudes, but we cannot always bank on matured corn so high up.

That \$13 Ear of Corn

Last year I promised to tell you more later about that Grand Champion ear of Minn. No. 13 seed corn I bought for \$13 at the Boulder County corn show.

I entrusted this precious ear, also a few extra selected ears that I persuaded the Minnesota Experiment Station to sell me at a fancy price, to my friend Sam Thomas, who has grown me some dandy seed.

At the recent Boulder County corn show, Dec. 11th, 1920, I bought the Grand Champion ten ears of registered Minn. No. 13 for \$27.50. These and the Thomas lot will be planted again next year to grow my future planting stock, from which I hope, in a few years, to offer you some extra choice seed. No seed from this Grand Champion stock for sale now.

White Australian Corn

For the few of my customers who live where season too short for Minnesota No. 13, I have some selected seed of the extra early **White Australian**. Small lots at 2 lbs. for 25c, prepaid. Larger lots, not prepaid: 25 lbs. at 7c; 50 lbs. at 6c; 100 lbs. at 5c.

LONG'S White Sweet Clover

The tall biennial kind for hay and pasture, and renewing of soils. Not for lawns. Small lots: 20c lb. prepaid. Ask for prices on larger lots.

LONG'S Common Alfalfa

Price not yet definitely settled at time of writing this catalogue. Will have some more of **LONG'S** "Pure Gold" northern grown high-grade seed. Small lots, 30c lb., prepaid. Ask for sample and prices.

LONG'S Grimm Alfalfa

True Grimm Alfalfa Seed is one of the few items in field seeds that is not plentiful and lower in price than last year.

As before, if I say it's Grimm it is Grimm, and when my Grimm seed is sold out I quit. Never had enough yet. Price for northern-grown genuine certified Grimm Alfalfa Seed: Small lots, 80c lb., prepaid. Larger lots, not prepaid: 25 lbs. at 72c; 50 lbs. at 71c; 100 lbs. at 70c.

LONG'S Sudan Grass Seed

True dry land Colorado grown, recleaned seed of high germination, at 20c lb., prepaid. Larger lots, not prepaid, 25 lbs. at 12c; 50 lbs. at 11c; 100 lbs. at 10c. Ask for prices on larger lots. Can get you other Sudan seed cheaper if you wish, but will need several weeks extra time for filling such orders, account do not carry it in stock. Ask for prices, stating amount wanted.

Other Field Seeds

I do not handle a general line of Field Seeds, but specialize on these few items, along with my Flower and Vegetable Seeds, Plants and Bulbs.

LONG'S "Dutch Bulbs" for Fall Planting Only

I've added extra pages to this catalogue so I could give you my complete list of bulbs for fall planting, right along with the spring goods. This for the reason it costs less to send you the fall list in this way than to issue and mail it out in the fall.

Then, too, every spring, when you see the glorious tulips, hyacinths and narcissus in bloom you promise yourself that NEXT fall you will be sure to set out a nice lot of these bulbs. But when "next fall" comes many of you forget to order and plant them and thus miss the joy of beholding these beauties in your garden the following spring.

Now here's my idea. Follow me closely, please. I don't want your money this spring for fall bulbs. I don't want to fill your order for them next fall unless at that time you are sure you wish them.

But as sure as anything, a lot of you who really want these delightful flowers from fall planted bulbs, are going to overlook ordering them until too late next fall—unless you order right now, this spring, while the spell of gardening is upon you. A whole lot of gardening could be done in the fall and some should be done in the fall, but somehow it doesn't seem natural to plant in the fall.

So why not do this? Make out your order right now for fall bulbs, send it to me, without any money, and let me put it in my file for **CONDITIONAL FALL BULB ORDERS**. The conditions are that next fall before planting time I will take your order from my file, return it to you for revision, additions or cancellation, as you may wish at that time. You may then return your order with remittance, if you still wish the bulbs. No orders sent me this spring will be filled without your saying so next fall.

Or, keep the catalogue and order next fall. It is my hope that the catalogue will prove so interesting and helpful that you will keep it and know just where to lay hands on it at any time within a year. Do as you wish, but please don't depend on getting another of these catalogues next fall. Chances are I'll be out, as usual. Never do have enough of them.

Important. Please make your fall bulb order on a separate sheet from your spring order. Do not include the fall bulbs with your spring order, as they go into separate files. Put your full name and address on the fall bulb order. Any sheet of paper will do. Need not use a regular order sheet.

Caution. Please get this and get it straight: That tulips, hyacinths, narcissus, crocus, freesias, oxalis bulbs, cannot be supplied in the spring. These are fall bulbs, that can be had only in the fall and must be planted in the fall. Do not order them for spring, as would be useless.

But peonies, iris, hollyhock roots, etc., may be planted either in early spring or in fall. Now I guess we understand the matter perfectly.

Time to Plant Fall Bulbs. Plant any time from last of September to December. October is the ideal month. Order early to insure getting all bulbs wanted, as we run short on some in November.

LONG'S Crocus Bulbs

Colors: Yellow, White, Purple, Mixed. Price for any color or mixed: Doz., 40c; 25 for 70c; 100 for \$2.50. (Fall only.)

LONG'S Oxalis Bulbs



For indoors. They do splendidly in pots, also in hanging baskets, producing a mass of flowers throughout the winter. Easy to grow. Yellow, Pink, White, Lavender or Mixed. Doz., 40c; 25 for 70c; 100 for \$2.50. (Fall only.)

LONG'S Freesia Bulbs

For pot culture. Order and plant early. Freesias are delightfully fragrant. Purity strain, white. Doz., 40c; 25 for 75c; 100 for \$2.75. (Fall only.)

LONG'S Rocky Mt. Columbine

Small one-year-old roots that may or may not bloom next season. Only size I can supply. Each, 15c; doz., \$1.40. (Spring or fall.)

Kiddies and Flowers



It's a fine combination—kiddies and flowers. My three little folks each have a garden and take great interest in their flowers. There's nothing more satisfactory for children's gardens than flowering bulbs, because it eliminates just about all the chances for failure. The bulbs are easily planted and need little attention. Pleasing results are practically assured.

This picture was taken in my tulip garden last May. Meet these little gardeners. Names, from left to right: Elizabeth, Everett, Carleton.

LONG'S Single Narcissi**Empress Narcissus.**

The most graceful and charming narcissi are the fine large single kinds, those listed herewith. When you have these few I have selected from many varieties you have the best. All are good for either pots or garden.

20. Empress. The favorite bi-color; trumpet large, rich golden yellow; petals or perianth white; long stem; a beauty. Each, 10c; doz., 80c; 25 for \$1.50; 100 for \$5.75.

21. Emperor. Like Empress in size and type, and robust growth, but entire flower is pure, golden yellow. The two make a fine pair. Each, 10c; doz., 80c; 25 for \$1.50; 100 for \$5.75.

22. Golden Spur. Similar to Emperor but somewhat smaller and earlier; deeper yellow. Much used for pots. Each, 10c; doz., 75c; 25 for \$1.40; 100 for \$5.25.

23. Ornatus (Poet's Narcissus). Pure white perianth or petals, with yellow cup margined scarlet. Each, 10c; doz., 60c; 25 for \$1.10; 100 for \$4.00.

Double Narcissus

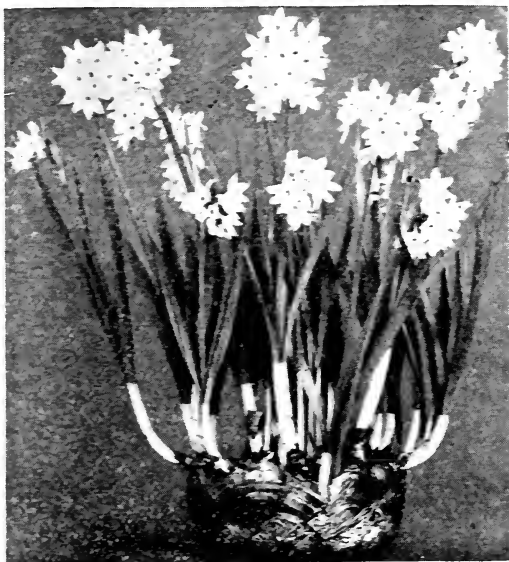
24. Von Sion. The well-known yellow daffodil much grown in pots by florists. Is hardy in garden also. Blossoms often have a green tint. Each, 10c; doz., 75c; 25 for \$1.40; 100 for \$5.25.

Mixed Narcissus Bulbs

25. LONG'S Special Mixture. Contains many fine varieties in a most pleasing assortment of kinds and colors. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

King Alfred Giant Narcissus

26. New. Largest of all Trumpet Narcissus. A monster, for pots or outdoors. Same type as Empress shown above, but both trumpet (which is deeply frilled) and perianth deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Each, 25c; 5 for \$1.00; doz., \$2.30. Don't miss this.

LONG'S "Paper Whites"**Narcissus That Blooms in Water**

For indoors only. Will bloom in soil or water. Usually put in dish or bowl with small stones and water, treated same as the well-known Chinese lily. Is now used in place of Chinese lily by many, as it is more certain to bloom.

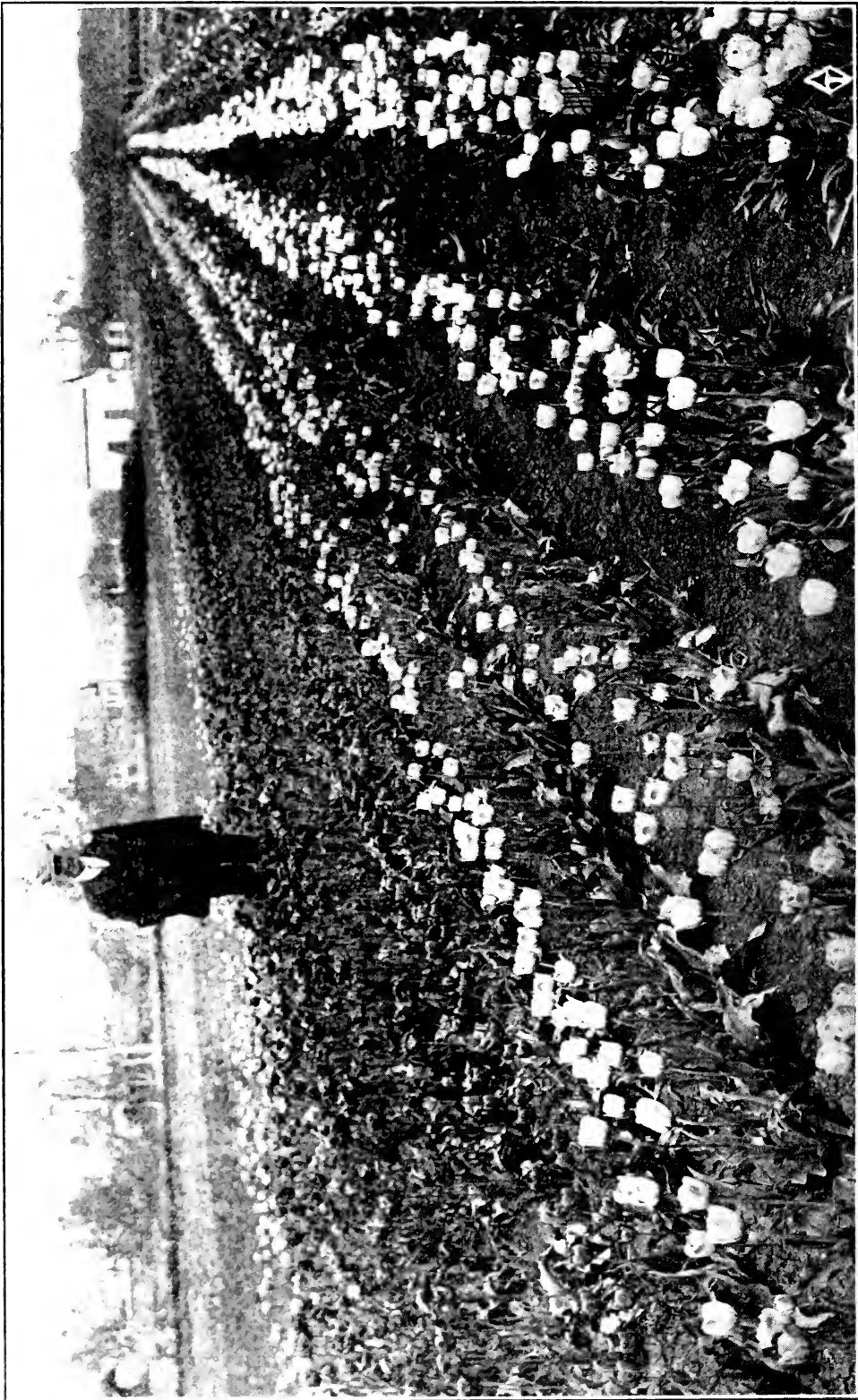
Paper Whites may be put into pots or bowls any time from September to January, if you can still get the bulbs so late. I plan to sell out in December.

Every season I receive many orders after bulbs are sold. This is because customers are so pleased when their first Paper Whites bloom that they want more and wish they had ordered enough for a succession of blooms. For this reason you should order liberally early in the season while you can get them, for you will surely want to start another bowl after you see the first lot in bloom. You can keep them for several months before putting into water or soil. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner.

A bowl of Paper Whites makes a delightful present. Or, just the bulbs may be sent. And by all means let the children enjoy seeing these bulbs send their roots out among the pebbles in clear water, and push up flower stalks on which are produced clusters of clear "paper white," fragrant blossoms, that last for three or four weeks or more if kept in a cool room. You may put a single bulb in any old jelly glass and it will be happy, thrive and bloom. Or put three to six in a bowl. Strong bulbs. Each, 10c; doz., 75c; 25 for \$1.30; 100 for \$5.50.

LONG'S Yellow "Paper Whites"

So called because similar in every way to the Paper Whites, except the blossoms are a beautiful yellow. Bulbs usually larger, stalks taller and flowers larger. Treat same as the Paper Whites. Each, 13c; 2 for 25c; doz., \$1.25; 25 for \$2.25.



Long's Giant Darwin Tulips, Boulder, Colorado, May, 1920

LONG'S Darwin Tulips

These monarchs among tulips are of stately growth, with long, sturdy stems on which are borne the most beautiful globular flowers of remarkably heavy texture. They bloom in May, often, though not always, lasting until Memorial Day, when flowers are most wanted, but always scarce and expensive.

When cut half open the blossoms last for days in water and are exceedingly fine. If left for garden display they are equally delightful. See picture of my tulip field, opposite page.

The range of Darwin colors is indescribable. As one Darwin lover says: "Their supreme loveliness is due to a certain overlying tint, comparable to the bloom of a grape or plum, which softens but does not obscure the color. The delicate graduations of color are infinite, harmonious, superb. A practical advantage of this blending and softening of the colors is that you can arrange a great variety of Darwin Tulips in a vase without color discord."

On account of their extreme hardiness, Darwin Tulips are especially adapted for the permanent flower border or the edges of shrubbery, where they should be liberally planted in clumps or colonies of at least half a dozen of a color together, where they may remain undisturbed for three or four years, when it is well to take them up, divide and reset.

68. Baronne de la Tonnaye. Bright rose-pink, margined blush; stem very tall and strong; flower large and lasting. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

69. Clara Butt. Beautiful soft salmon-pink; inside deeper color; a great favorite. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

70. Wm. Copeland. (New.) Light lilac. Fine for forcing and does well in garden also. Doz., \$1.00; 25 for \$1.90; 100 for \$7.50.

75. Farncombe Sanders. Red that is red; fiery rose-scarlet; inside vivid cerise-scarlet; large broad petaled flower of perfect shape; gigantic, dazzling, lasting. Doz., 80c; 25 for \$1.50; 100 for \$5.50.

76. Pride of Haarlem. Well-known to all tulip growers. No list complete without it. Great favorite with florists for forcing; also sturdy and hardy outdoors. Darker than Sanders, being described as brilliant rosy carmine, suffused purple; stem very strong and tall; fine for groups or borders. Doz., 80c; 25 for \$1.50; 100 for \$5.50.

77. Sultan. Rich maroon-black; good as a novelty but I would not advise large planting of this one. The reds and pinks are much more desirable. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

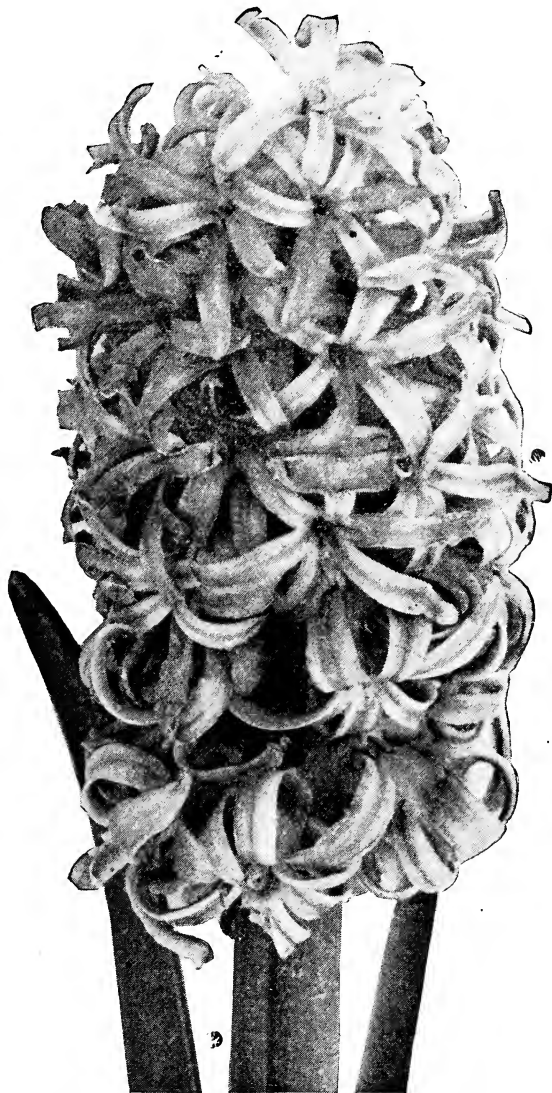
78. White Queen. In moist climates with less sun than in "Sunny Colorado" this is practically pure white, but with us in the West it might better be described as blush, or white suffused with pink. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

79. LONG'S Special Mixture. A splendid mixture of Giant Darwins, with a small percentage of Cottage varieties to increase the range of colors. Many prefer to plant this mixture, though the separate colors can be used to better advantage if planted in clumps, groups or colonies. Doz., 70c; 25 for \$1.30; 100 for \$4.50.

LONG'S Cottage Tulips

Same season and habit of growth as Giant Darwins, fitting in well with them and supplying several colors lacking in the Darwins. **62 Yellow.** **65 "Picotee."** White, edged pink; very charming. Price for either: Doz., 70c; 25 for \$1.30; 100 for \$4.50.

LONG'S Fragrant Hyacinths



The individual bells are single and more graceful than the heavy, crowded double ones.

LONG'S Hyacinths for Pots

Good size bulbs that do especially well in pots, but are of course splendid for outdoors also.

1 White; 2 Light Pink; 3 Rose Pink; 4 Red; 5 Light Blue; 6 Lavender; 7 Purple. Prices: Each, 15c; doz., \$1.50; 25 for \$2.75; 100 for \$9.50.

LONG'S Bedding Hyacinths

Smaller, but good strong bulbs, just fine for the garden and will do nicely in pots also.

11, White; 12, Light Pink; 13, Rose Pink; 14, Red; 15, Light Blue; 16, Lavender; 17, Purple. Prices: Each, 12c; doz., \$1.20; 25 for \$2.00; 100 for \$7.00.

LONG'S Mixed Hyacinths

Nice bedding size bulbs, in mixed colors. Doz., \$1.00; 25 for \$1.80; 100 for \$6.00.

LONG'S "Liberty" Iris, the Orchid of the Garden

"The exquisite beauty of the iris, with its soft and iridescent coloring, is rivaled only by the orchid," so the saying goes. But I would add,—*"and the gladiolus."* The iris comes and goes before the gladiolus appears, so there is no rivalry.

Plant in spring or fall. Each root makes a large clump in a few years.

30. Florentina. White, faintly tinted lavender; fragrant. Fine for cutting.

31. Flavescens. Delicate primrose-yellow.

32. Rigolette. Rich maroon, shaded yellow.

33. Wyomissing. Creamy white, suffused delicate rose with deeper shadings.

34. Kochii. Rich velvety purple.

36. Madame Chereau. White, elegantly frilled with a wide border of clear light blue; very unusual and charming; tall grower.

Price for any the above, assorted or alike, labeled, each 15c; doz., \$1.40.

37. Mrs. Neubronner. Very deep golden yellow; the best deep large, rich yellow. Each, 25c; 5 for \$1.00; doz., \$2.40.

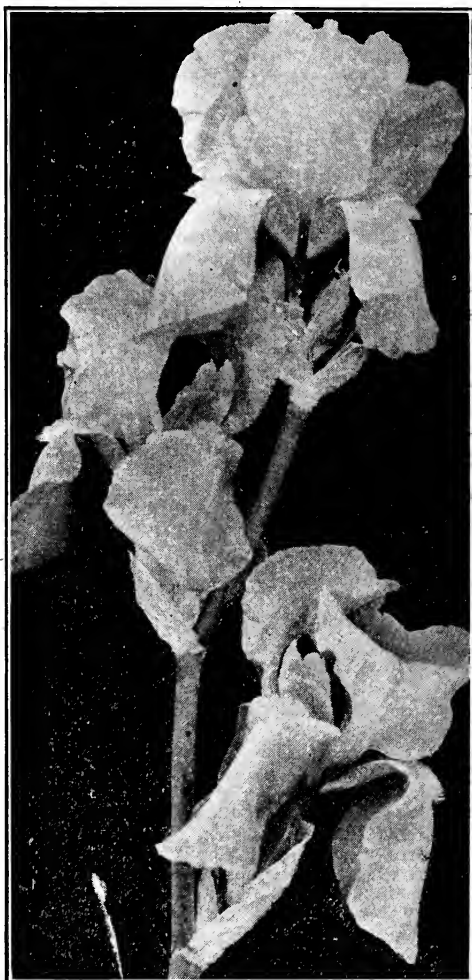
38. Her Majesty. One of the finest pinks, a rare color in iris. Each, 25c; 5 for \$1.00; doz., \$2.40.

39. Pallida Dalmatica. The Giant Lavender—king of the iris tribe. Grows to an enormous size. The whole plant—leaves, stalk and blossoms—is gigantic, yet the texture and coloring of the flowers are soft and delightful. Each, 30c; 4 for \$1.00; doz., \$2.90.

LONG'S Mixed Iris. Doz., \$1.20; 25 for \$2.00.

Iris from **LONG'S** Garden

These three blossoms and long hedge of Giant Lavender Iris were photographed in my garden last June. The gorgeous display of gigantic iris is from roots, same size as I offer, planted 15 months before picture was taken. Many bloomed the first season. Do you wonder that I am enthusiastic about this,—the grandest of all iris!



Giant Lavender from **LONG'S** Garden



Pansy Plants for Fall



LONG'S Super-Giants

Most of my own Pansy Plants are set out in the fall from seed sown the last of July. The plants are just a nice transplanting size from about September 20th to middle of October, and this is a good time for fall setting.

By following directions I send with each Fall Pansy Plant Order you should be able to winter your plants over with little or no loss. I seldom lose a plant and don't fuss much with them either. Pansy Plants set out in the fall, even though small, start off very early in the spring and make a wonderful showing before spring-set plants get well established. Such plants are at their best for Memorial day. We sell many thousands of cut pansy blossoms at this time, cutting them with branches and leaves of the plant, which adds wonderfully to the appearance and value of the cut pansies. The hardy plants, wintered outdoors, soon renew their foliage and blossoms.

Prices for Fall Pansy Plants same as for the spring transplanting size: 16 for 50c; 40 for \$1.00; 100 for \$2.00.

Wild Cucumber Seed

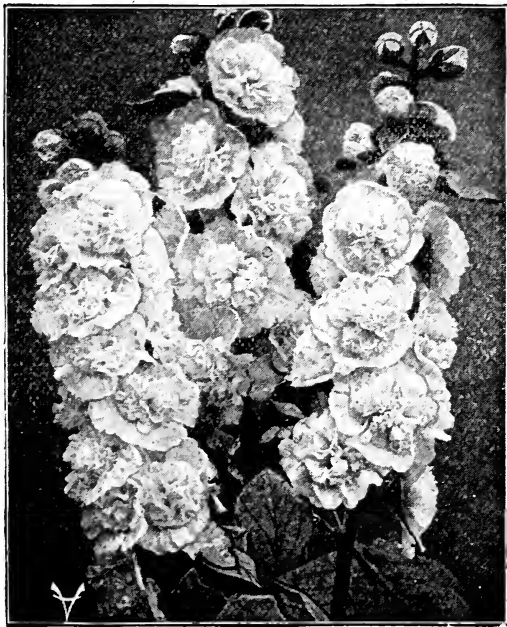
Plant this seed in fall where wanted for shade the next season. Freezing in winter insures germination. May be planted in spring also. Large pkg., 10c; oz., 25c; prepaid.

Making Room for Flowers

Flowers are no longer considered a luxury, but a necessity. Even if we don't "Say it with flowers" by sharing them with others, we need these cheerful companions to balance our own lives. It may be necessary to say to the peas and cabbages, "Here, you, crowd up a little closer there, and make room for good company." Indeed, for some reason, gladioli and some other flowers do better when planted right out with the beets, carrots, etc., than around the house.

"Have just received the aster plants and they are so nice and fresh. The pansy plants are the nicest I ever saw. I am so well pleased with them."—Mrs. J. Ewban, Kimball, Nebr.

LONG'S Double Hollyhocks



Here's another item that does splendidly planted in the fall. The plants get an early start the next spring and make the most of the season. All finest double varieties in Pink, Red, White and Yellow, labeled. Each, 15c.; 4 for 50c; 9 for \$1.00; doz. \$1.30; 100 for \$8.00

Mixed Hollyhocks. Same as above, but colors not labeled. Doz., \$1.00; 100 for \$7.00.

New "Sunset" Hollyhock. Double flowered with rare bronze tinting, the effect being that of autumn colored foliage or a rare Colorado sunset. Each, 25c; 5 for \$1.00; doz., \$2.00.

LONG'S Double Peonies



Fall is the ideal time for planting Peony Roots. Very early spring is next best time. Spring orders received too late will be held until fall. White, Red, Light Pink, Rose Pink, each, 50c; doz., \$5.80.

"I gave my catalogue away. Please send price of Laxtonian peas. I had some last year and they were the finest I ever had."—Mrs. C. J. Burnett, Brighton, Colo.



"Yours truly"

LONG'S SHORT TALKS

Well, the ayes have it. I'm elected. Ran way ahead of my ticket. In fact it was a landslide. Reminds me of the election last fall, after which a peeved Denver Democrat said, "Ornery old Republicans—went and called an election and never let us Democrats know anything about it."

Elected to what? Why, I'm elected to continue the Short Talks.

Last year I asked you, "What about these Short Talks?" Wanted you to vote for or against them. Told you there were two ways to vote for the talks. One was to say you read and appreciate them. Another way was to send me an order. To vote against them all you had to do was to keep on saying nuthin' and not send an order.

Want to thank the many who spoke right up in meetin' and said: "Keep up the talks. Don't mind the high brow advertising critics. We are all human and like a little diversion instead of always thinking about business, money and eats."

And I'm equally grateful for the big "silent vote"—the thousands of orders that came rolling in, each one counting as a vote in favor of *LONG'S* decidedly different catalogue, short talks, Tried and True seeds, prompt, personally conducted service.

To you who did not order, I'll say I appreciate the fact that doubtless you had good reasons for buying your seeds elsewhere. I send you my catalogue, thinking that sooner or later you will find in it something you want. Even a small order is always appreciated, and who knows but that it may lead to larger ones. That's the way our business has grown.

As I've worked on this catalogue I've thought many times that every catalogue ought to bring at least one order, and would, if the reader realizes what care we take to supply only good stuff and treat everyone on the square. Suppose you take a "Long" chance this year. You may discover something worth while. Columbus took a chance, and just see what he discovered!

"All Dressed Up But—"

This year I had a few thousand extra catalogues printed. After mailing to our regular list I shall have these extra copies—"all dressed up and no place to go." How would you like to have one sent to a neighbor or friend who is interested in good seeds and gardening?

Looks to me like you would be doing your friend a favor. Tell you what I'll do. I'll have some cards printed and put one in the catalogue saying it has been sent at your request. I much prefer names of people west of the Mississippi, for I feel my logical field of usefulness is in the west, though it is true I do have a good many customers farther east, even in New York City. But these names should be sent me early—before your friends order seeds—to do them and me the most good.

Sure—"There's a Reason"

Last season I put out 25% less catalogues than the year before. BUT—our gain in number of orders was 37%. Our gain in amount of business was 64%. This, mind you, from 25% less catalogues than the year before.

What would you say this means? I take it that our old customers are ordering more. Whereas at first they gave me only a trial order, now they are ordering all they find in my list that they can use to advantage. I take it also, that a whole lot of these good customers have been boosting for Tried and True seeds. I positively know that many of them have passed their catalogues around and secured for me a number of extra orders. That's the missionary spirit all right. But this would not have been done if we at this end of the line had not been giving good seeds, good service and a square deal. Verily, "There's a reason,"—several reasons, in fact. For your part, I sincerely thank you.

You Saved Our Lives!

Here's a great big "Thank You" to you folks who ordered in January and February last year. I tell you we do appreciate this, for if you had all waited until the big spring rush, beginning early in March, we simply could not have handled the orders and pulled through alive.

I don't expect all to order early, for many are like myself—just put it off until the last moment. But I'm improving, and hope a lot of you folks are, too. Come early, and come often, if you wish. Order part of your supplies early if not convenient to order all. It sure helps, and you don't lose anything either, for we can give the most careful attention to these early orders.

Some Say We Can't Count—

In putting up plant and bulb orders we almost always slip in a few extra for good measure, so that in case you lose some you may still have as many growing as you paid for. Some say we can't count very well, but no one seems to object so long as we send more than the order calls for. Count your strawberry plants, for instance. I'll bet you will get about 30 for 25; 55 or so for 50, and maybe a dozen extra in the 100 lot. We are especially liberal with early orders, the extras in plants, bulbs or seeds being a reward for coming before the rush.

"Send by Return Mail"

I get a lot of orders from good customers who wait until they are all ready to plant, then send their orders in the big rush, specifying that the goods be sent right away—"By return mail." I often wonder if these folks think we sit around here playing tid-dle-y winks waiting for an order to come in. My, my! I just wish you could see what a real rush is, in planting time. The rush and crush of Christmas is mild compared to what we go through every spring. Worst of it is that the seed business cannot be learned in a short time and to put on a lot of new help would be disastrous. Have felt that might be worth while to speak of this, so you will not expect too much in the way of service in the rush.

However, don't think for a minute that we do not appreciate these late orders and will not hustle the goods to you soon as possible. We usually surprise our customers by getting seed orders in the mails quickly. Plant orders often take longer to handle. Sure, send along the orders early or late, but the sooner the better.

How to Order *LONG'S* Tried and True Seeds

"Please send at once by return mail or sooner a packet of Radish and an ounce of some good kind of Lettuce. I want the Icicle Radish. And some Peas, the same kind I had last year, enough for two rows. 15 cents' worth of Special Mix Sweet Peas; no, I guess you better send a quarter's worth, and some Brittle Wax Beans. Must have some Brittle Wax. Send enough for three short rows, and some Cabbage Seed and a Special Packet of Old Mother Hubbard Squash. Save me some Red Head Tomato Plants. The Missus wants to know what's the matter with her Rose Bush and what should be done for it. Be sure to put in an ounce or so of Greeley Wonder Melon and a gallon of those Hazel Onion Sets. And a packet of Super-Giant Pansies—send five packets of these as my neighbors want some, too. Why don't you ever put Mrs. Long's picture in the catalogue? I want some Hollyhock Roots but will order them later. Oh, yes, send me some of the Everlasting Flower, one package each color for 25 cents. Put in that instruction sheet on How to Grow Sugar and one Super-Seven assortment of Glads. I am sending check; if it is not enough I will pay you the rest some time when I order again. You don't need to send the instruction about making sugar as I see it is in the catalogue."

No, gentle reader, I never did receive an order just like this. I exaggerated it—spread it on thick—to get you started to read something important I'm going to say, and I hope you will stay with me until I've had my say. The foregoing might be called a composite letter, or order. Most everything in it really has come to us at one time or another.

Sure, it's all in the day's work, but is it any wonder we fail to send the goods "by return mail"—this order and others made out O. K.—when several of us have to stop right in the big rush to unscramble an order like this!

Kindly follow me while I tell you how you can help us give prompt service and reduce errors to the minimum. Bear in mind, however, that we can handle orders sent any old way and don't you worry one bit if you fail to comply with all the suggestions I make.

Give your name and complete address every time you order, both on the order and on your letter, even though sent in same envelope. Please put your name and address at top of first page of order sheet. This whether using order blank or any other sort of paper. Do this the first thing—before you start your order. Reason: You will then not forget to give this important information. Also, after your order goes into our files for reference it is more easily found if names are all on front page of order. See? And please sign name the same each time—one name for the family—any name just so it is same each time. Reason: We have a card in our files for each family dealing with us. We make a record on that card of each order. We send catalogue to each family having a card. If get several names from same family, then we are not sure whether it is same family or not, and so duplicate our cards in file and send several catalogues to same family. Peter Henderson says always use the initials of the husband. Henry Field says use the name of the head of the family, if you have determined who is the head. Any way suits me, just so you tip us off so we'll know "Who's Who."

Use medium size sheet of paper, not so small that will get lost in the shuffle; not

so large as all outdoors, as latter takes too much room in our files. Writing the Declaration of Independence on a postage stamp may be interesting, but such fine work should not be employed in making out a seed order.

Use separate sheets for order and letter. Reason: Order then goes right to the order clerks without delay. Letter comes to me. Of course I generally handle the order sheet too, in opening the mail, but if letter on same sheet, then it must be laid aside until I get time to give the correspondence attention. Use both sides of sheet for order or letter, if more than one page is needed, but not order on one side and letter on the other.

Write one item only on a line. Reason: Try it yourself. In checking off every item note how easy it is to catch them all if just one on a line. Go back and try to check off the "scrambled" letter I offered as a horrible example. This writing only one item on a line is very important. Extend the price of each item to right of page.

Group related items. That is, list vegetable seeds together, flower seeds together, bulbs together, plants together. Reason: Vegetable seeds are filled from one section of the store, flower seeds another, bulbs another, and so on. Saves a lot of chasing around if items grouped as suggested. But we can handle orders all right if not so grouped. Don't forget that.

Give both number and name of item. Most items in my catalogue have numbers as well as names. Using both gives a double check on them and helps us. But give the name whether you insert the number or not. Name more important to us than number.

Shall we substitute? I don't like that word, substitute, in this connection, for the reason it carries with it the idea of something not quite so good. It means, "Shall we make another selection?" in case cannot supply an item ordered. Usually, we can send a similar variety and fully as good, often better, than ordered. This is done subject to your approval. If you will just say the word we will know whether to refund the money or make another selection. In some instances, you may wish to state your second choice.

"Pay as you enter." This being interpreted means, "Send cash with order." That is, if you order from us, because that is our way of doing business. I note some firms in other lines advertise, "Do not send one penny." That's all right, if they have worked out that plan of doing business. But we have our way. To deviate from this plan would slow up the work. We don't question your credit. That is not the point. We simply have found this the efficient way to handle our business. So no matter how good your credit or whether you have known me ever since Heck was a pup, please "Pay as you enter." Thank you very much.

Remit any safe way. Your personal check looks good to me. Our bank very seldom charges for collection, and if it does we stand this expense, and not you. Money orders, drafts, paper money and silver are a very pleasing sight also. Stamps accepted, but liked least of all. Reason: We weigh and stamp our parcel post packages, using pre-cancelled stamps, bought at our local postoffice in sheets of each kind. Packages thus stamped shoot directly into mail bags. To use loose stamps sent us interferes with this efficiency plan. However, we take them—you bet we do—if you can't well remit some other way.

"Who's Who—And Why"

(Let's Get Acquainted.)

My front name is Jesse; my last name is Long; my middle name is still longer (Dillman). No, I was not named for Jesse James, but for a preacher. Many assume my name to be John, but I usually answer to the call of "J. D."

Like all great men, I began life a bare-foot boy—at a very early stage of my existence. Took a 21-year course in farming in Northern Iowa. Liked farming fine. Enjoyed seeing things grow. Father wisely let me help plan the crops, buy and sell the stock, etc. Let me have a field to farm myself, as I grew older, from which I saved money for schooling. Mother also encouraged me and made farm life pleasant.

Not because I had the making of a school teacher, but because other young folks in the neighborhood went to the State Normal school, I, too, got the bee in my bonnet. Spent nearly two years at Normal, but changed my plans after the doctor thumped me, phoned me with his stethoscope, and said: "Young man, you'd better go West and grow up with the country—and the sooner you go the quicker you'll get there."

"West" was a vague term to me. Tried Moscow, Idaho, where I attended the State University and taught in the city schools for two years. Good country; fine people. Never enjoyed life better. But climate not best for me, so after another thumping I was told by a Moscow doctor to try Colorado, as it might prolong my life several years. That was in spring of '98.

Returned to Iowa for the summer, then set sail for Colorado, with my good friend Ellsworth H. Mottinger, a seasoned mariner who had piloted many a prairie schooner safely over the Western prairies. Our motto, "Pike's Peak or bust," was not original but was sincere. Well, by gum, we busted—just before reaching the Colorado line, out there near North Platte. Weather was threatening. We sold part of our outfit and junked the rest. Mottinger wended his way eastward, while I robbed the cash register and applied the funds on a ticket to Colorado Springs.

Near there, in the historic Ute Pass, at the foot of Pike's Peak, I roughed it just as the doctor ordered. Worked for my board on a ranch for a year and a half. As a success at broncho busting I was a failure. But I climbed all over those hills, or toes of Pike's Peak. Judging from the size of the toes I'll say it is some foot.

Spring of 1900 I came to Boulder County. Sez I to myself, sez I, "This is the place for me." Considered myself lucky to get a "position" out on the Hoover ranch east of Boulder at \$1.00 a day. Prosperity had at last dawned for me. Knocked around in that neighborhood all summer and fall making hay, picking berries and husking corn. Little dreamed that some day I would be the leading Minnesota No. 13 seed corn seedsman in Colorado.

Moved into Boulder that fall, with no definite plan. My future was all before me. Had no job. Was not qualified to do much. Waited, in vain, for the office to seek the man, then told a merchant that I'd work for nothing a while just for the experience. Worked six weeks on this basis, then got another "position" at \$25.00 a month. Again prosperity smiled upon me and life was one glad song.

Went from bad to worse, until became manager of the store. It was a variety store, containing, among other things, a small assortment of seeds. I became mightily interested in that little old seed department and tried to improve it. Soon junked the ready-

to-wear packets that were put up to look "nice and purty," but little regard given to the quality of the stock.

I studied this seed business day and night. It was exceedingly interesting and fascinating. In time I became local authority on seeds and gardens and gave Boulder people real, honest-to-goodness seeds. Boulder folks moving to other sections would send back for "Tried and True" seeds. Almost before I knew it I was in the mail order seed business. This as well as our local seed business kept increasing until I saw a great light! I saw a greater future for Long as a seedsman, dispensing Tried and True Seeds, Best for the West, than the general store line could offer. So I changed the name of our firm to the J. D. Long Seed Company (I had become a large shareholder in the business by this time). I wanted the name, Long, to be closely associated with all the seeds we might sell. I had an ambition to make that name stand for something worth while. Also, I felt that with my name on every package and label I would not only take pride in the goods but would also make an extra effort to see that the seeds I thus vouched for would prove satisfactory.

Many of you know the rest—how the little seed department has grown until now it is our main business, with just several other lines on the side for local trade, to help pay expenses between seasons. My personal time and attention is given to the seed business and my gardens.

I don't know what our possibilities are. Never did want such a whaling big business that I could not keep in close personal touch with its details. On the other hand, we still need a larger volume to really justify me for putting in the thought and effort that I give to this work, though simply making money for the sake of money never did appeal to me. But it's coming—this increase we need—and coming strong. Every year way ahead of previous seasons. Satisfied customers stay with us and keep telling others about us and our good seeds and fair treatment.

Best of all, this has been a healthy growth. I never try to work my friends. Everything is open and above board. I tell them, of course, that I do appreciate all they do for us, but never "argufy" with them if they don't feel like giving me part or all of their business. I don't make extravagant promises nor try the catch-penny schemes often employed in the seed business. I prefer good, clean, frank, business methods, even if we fail to round up all the business in sight. If this appeals to you, "Come on in—the water's fine."

More About "Paper Whites"

Seems like I never shall get done talking about these lovely flowers that bloom so easily from bulbs placed in water. And my customers are getting more and more interested from year to year, as they grow these flowers with so little attention. I'm writing this December 22nd, when we are all sold out of bulbs but still getting orders for them from those who now have some in bloom and are so delighted they want more. I keep increasing my supply every year but never do have enough. The point is, be sure to order plenty early in the fall. Put some in water for early blooming and keep some for later. You will then thank me for urging you to do this, I'm sure. See page 55.

Later, Dec. 28th. Our little girl, Elizabeth (Little Sister), put one bulb in a tumbler, five weeks ago. It was in full bloom for Christmas, having 15 delightful blossoms.

As Others See Mt. Danvers

As I was writing these Short Talks, I received the 1921 catalogue of C. C. Morse & Co., one of the largest and most reliable seed firms in California (San Francisco). One of the first things that met my eye in glancing through this catalogue was a full page given to Mountain Danvers Onion, listed by them as **LONG'S** Boulder Strain, they having bought their seed of this from me several months ago, after having tried it out last season.

This is, in part, their report and description of **LONG'S** Improved Mountain Danvers, for that is the stock I sold them—same as I list on page 14:

"Among a list of 250 lots of onion samples growing for inspection at our trial grounds at Laurellone, near San Carlos, the most conspicuous, the best keeper, the most uniform, was this sample of Mt. Danvers.

"The **color** is peculiarly attractive, being a clear amber—or a yellow with a tint of brown.

"The **shape** is one of the most desirable, being almost a perfect globe, slightly flattened at both ends, and being what we call true apple shape.

"The **keeping qualities** are most noticeable, since not one of the bulbs has shown a tendency to sprout after some months of being harvested.

"The variety has impressed us as one particularly adapted for market purposes, and in spite of a fine stock of standard American varieties of our own growing, we have decided to offer this to our customers, having secured some nice stock of it from Colorado.

"It seems to us to possess all the keeping qualities of Australian Brown, but is by far a more attractive color and possesses the beauty and market superiority of the best varieties of the Yellow Globe."

Here's to "Gladiolus Bill"

Bill is a real character, a live human, at Clyde, Ohio. During the war Bill's work as factory superintendent was very strenuous. His health failed. Did Bill cuss his luck and pine away? He did not. He had visited a gladiolus farm several years before and contracted the glad fever. Instead of a calamity, this was an opportunity for Bill. Out into the suburbs moved Bill, taking with him a small stock of rare gladiolus bulbs he had been accumulating. With these and other bulbs obtained from America's foremost growers Bill lived and worked, as strength permitted.

Bill not only increased his stock from rare bulbs he had bought, but studied the laws of hybridizing. By hand polonization he took up the fascinating work of originating new varieties of his own.

About this time one of his chums dubbed him "Gladiolus Bill." The name stuck. Bill adopted it as his "Firm Name," and thereafter conducted his glad business under this name. I have one of Bill's cards before me. It says: "You would enjoy a visit to the GLADIOLUS FARM. Visitors are always welcome, and can for a small sum secure a dozen spikes of the 'Sword Lily.' Why wait for a funeral to give flowers? Live people enjoy them most. Once a week a dozen at home for the wife, mother or children, at 75c a week, delivered. You may want to grow Gladioli yourself next year. Come out and select the varieties you want while in bloom. Come and see Gladiolus Bill."

It worked—sure it worked. Bill regained his health, and is in trim for Glad farming or any other work now.

The Family Budget

It's all the rage now, this budget idea in finance. Business houses, churches, cities, and others are adopting the budget system. Congress is urged to use it. We as families are told that it will enable us to know "where we are at," live within our means, and lay up something for—the income tax collector.

As I understand it, this is about the way it works: First you anticipate your income for each month. This you carve into various shapes and sizes and allot a certain portion to the several departments of your domestic institution. You allow so much for groceries, so much for clothes, so much for shoes, so much for Dad's smokes, so much for amusements, so much for charity, so much for savings, and so on.

It's a beautiful theory and is guaranteed to work if you have the courage to hew to the line and keep within the limit—granting, to be sure, that the income keeps in good health and functions as anticipated. But you must be firm and keep each department within its appropriation.

If unexpected company comes and your grocery fund is used up by the 20th, why, you simply go on a hunger strike until the first of the month. (A few cans of Brittle Wax beans and Laxtonian peas in the cellar would come handy right here.) If, in spite of retreading and revamping, Willie's only remaining suit collapses and the clothing fund has been checked out, just put Willie to bed until the next appropriation is available. If Dad miscalculates, let him finish out the month with corn silks or third cutting alfalfa. If the amusement fund is running low, then listen in on the party line, go walking, shopping, or otherwise amuse yourselves even if you have to miss a movie and forego the joy of seeing Charlie Chaplin sit down sort of careless like in a custard pie. Of course, "Charity begins at home," and you might get temporary relief from the charity fund in a pinch! Trust these few suggestions will help some.

Now seriously, friends, I was wondering the other day in connection with this family budget idea, just what appropriation the average family allows for the little old garden. How much for vegetable seeds that will return 10 to 100 times their cost? How much for flower seeds, bulbs and plants, that will give more pleasure to yourselves and others than a like amount spent any other way? Suppose the actual amount were put down alongside of all other money we spend for food and pleasure, what a pitiful, small, amount it would be in comparison. We spend money right and left for other things, twelve months a year, but when, once a year, we come to the seed order—My, how we shave it to the bone! Queer, isn't it? I'll say, budget or no budget, let's give the garden a run for its money. Treat the garden like the good pal it is. It will reciprocate in many ways, most likely returning not only the appropriation allowed it, but a nice bit of extra change which may help "get Willie out of bed before the first of the month."

"Equipped With Self-Starters"

Isn't it worth something to you to know that **LONG'S** Tried and True seeds are not only grown from selected stocks, but are also "equipped with self-starters"—tested and known to have life that will start them off! Lots of seeds have been hawked around the country the past few years, sold and resold, until not only their identity has been lost but they won't start—you can't even crank 'em up. They're dead—plumb dead.

That Ford Story—Continued

I'm still driving that same old obstreperous, misused Ford. To be sure, most all parts but one wheel and the exhaust pipe have been replaced several times, but it's the same old Henry. Every time I get enough money saved up to buy an auto, or another Ford, I am separated from my cash by looking upon some new gladiolus when it is red—or pink, or salmon, or a glorious combination of several colors. So I keep buying new propagating stock of some of the newest and rarest glads, with a view to growing them a few years and increasing the supply so I can offer them to you at a moderate price a few years later. Believe me, I've got some of the finest new glads coming on. But I'm not telling you about them yet—just wait—you'll see in time.

That Ford and I are almost inseparable, like Mary and the lamb. My name being Jesse instead of Mary, the "pome" might run like this:

Jesse had a little Ford.
It's springs were Oh! My!! Oh!!!
And everywhere that Jesse went
The Ford was sure to go.
One day it went with him to Greeley,
For Greeley Wonder melon seed;
So keen was Jess to get the best
That Henry made great speed.

Thank goodness, we got there in time. On account of hail damaging some crops of Greeley Wonder melons I deemed myself lucky to find my friend W. B. Foster's field untouched. Foster saved me a dandy lot of seed from good matured melons. See page 13.

I'll Prove an Alibi

I've given two pages to lawns and lawn grass seed. I've given you some mighty good tips on buying only the best and cleanest seed, and told you why. I've also given some helpful suggestions on how to make, renovate and maintain a good lawn. All of which is true.

But—my own lawn might almost be called a "horrible example." In fact, it is one reason why I have spoken so forcefully in favor of pure seed. My lawn was wished on me a few years ago when we bought our present home and garden tract. I've been fighting plantain, dandelions and other weeds ever since. Am improving it some, but may wind up by taking drastic action, plowing up the whole works and starting all over with Tried and True, Safety-First seed.

The lawn was made before I saw the place. I was not there when it happened.

"Bringing Up Father"

Do you know, as I note the domestic troubles—that is to say, catyclasms—in the Jiggs household, I wonder if Maggie might not succeed a bit better in her efforts to keep "father" in the straight and narrow way, if she would give up their apartments, a few highbrows, dukes, etc., and move to the suburbs, where Jiggs could have a cabbage patch all his very own, and both could try their hands at gardening for a change. Have an idea that it would save much wrangling and bric-a-brac, not to mention wear and tear on the rolling-pin.

At any rate, there are many records of what gardening has done to improve the rough element among school boys in cities. Maggie may lack tact, and Jiggs may be hopeless, but let's give the boy a chance.

Doc Says, "Eat Vegetables"

Slowly, but surely, we are learning to use our lawyers to keep us out of trouble more than to get us out of a bad mess; to go to the dentist before the tooth begins to holler; to give the doctor a chance to prevent our getting sick, instead of calling on him only when we are "plumb give out."

In lining up your diet the doctor will say, among other things, "Eat more vegetables, fresh vegetables, preferred." There's a reason. Ask Doc. He knows. The dear doctor may also tell you to drink more water between meals, and chew your food, as you have no gizzard.

And he'll tell a lot of you folks to take exercise, preferably in the open air. Some of us farmers take too much exercise, but a bunch of you town folks need it. You'll find a dandy lot of healthful exercise lurking around a spading fork or hoe handle. Try spading up exercises in place of settin' up exercises once in a while. Lank sakes! If you never got a cent's worth of vegetables from your garden you would still be to the good. But you will get a fine lot of fresh vegetables. And flowers! You'll enjoy your exercise all the more if you are daily watching the growth and blooming of the flowers. Get the habit; cultivate the liking for flowers. Read about "Gladiolus Bill." If working with flowers will coax back health it ought to help some towards keeping health. If I were to charge you \$25.00 for this advice you would pay attention and profit by it. I'll let you off easy, but if you don't sit up and take notice I may send you a bill next time!

Park Your Hens at Home

"It's a bad hen that eats at your house and lays at another's"—so the saying goes. But I'll say it's a meaner hen that lays at your house and scratches up your neighbor's garden.

Time and again customers have told me how a neighbor's White Shorthorn pullet or Jersey Red rooster has wrought havoc in their pansy beds, or laid waste a promising crop of tender lettuce or luscious Laxtonian peas. When I say, "Why not kill off a few—fried chicken is sure fine, and even roast hen is nourishing," they reply that otherwise the owners of these Bolsheviks are fine neighbors, and they hate to have any trouble with them.

Now, friends, listen! You have my permission to keep all the chickens you wish—but please park them on your own lot. Look to your fences. If clipping one wing does not suffice, try clipping the tail—close behind the ears. There, I knew you meant all right, but have been careless. Glad you see the point. In behalf of your neighbor, I thank you.

"Lived Happily Ever After"

"There was a man in our town, and he was wondrous wise. He"—said it with flowers. He came out to our gardens often all summer long, always buying a bunch of flowers and taking them to a certain young lady. Next summer we missed him. Mrs. Long asked about him, saying he must have gotten married—'cause many men neglect to "Say it with flowers" after the honeymoon. So I looked him up. Sure enough, he was married. But bless you! He was still saying it with flowers. Had blowed himself for a dandy lot of dahlia and gladiolus bulbs, fine flower seeds, garden tools, etc.,—and "They lived happily ever after."

Some Things I Can't Do

So many nice, encouraging, letters come to my desk from satisfied customers that this alone is one big compensation for my work. While it is true that we need the orders and the money, yet I'd hate to think of business as a cold-blooded proposition, lacking this personal interest and good will, so freely shown both by our local customers and those who order by mail.

So let the letters come—the more, the merrier. Never saw the day yet that I could not read them all. But to answer all of them, in detail, as often requested, is out of the question. Some are eager for information on all sorts of subjects from locating day-old chicks to finding a buyer for an abandoned farm. Some send me diagrams of garden and lawn and wish me to suggest plantings for same.

Believe me, I wish to land I really could answer all those letters as they should be answered, but it is simply impossible. While I don't actually put up the orders, yet I'm on the job to give the order clerks any assistance that will help them deliver the goods accurately and promptly. There are a thousand and one details in the day's work that demand my personal attention in order that we shall give as good service as I feel you are entitled to.

The letters I like best are those that do not require an answer. Next, are those that can be answered by "Yes" or "No." But I try to answer all letters. At least I want to. But kindly bear in mind that I am not in a position to go into details regarding the many problems that confront you. **I've tried to do my bit by giving you a lot of helpful suggestions in this catalogue.** Use your county agent, agricultural college and farm papers. As I've told you before, the editor of Western Farm Life, Denver, kindly offers to help you with your farm and garden work. Write him. You'll get an answer.

But if we make a mistake, then, for the love of Mike, don't write Western Farm Life, but tell your troubles to me. I'm the trouble man around here!

The Business Outlook

Everybody else has taken a crack at this problem of such vital interest to us all just now, so I might as well have my say too!

While there's a whole lot I don't know, yet I believe you can't go wrong by following these few suggestions, so far as circumstances permit:

First: Put your garden to work. See that it delivers the goods as never before. It will help "right smart" towards holding down expenses. Price of seed—best of seed and plenty of it—is a mighty small item compared with amount saved on your bills for eats. Grow your own flowers, too. You need flowers for yourselves and to give to others. Just think of this! Last summer cut gladioli sold in Denver flower shops from \$2.00 to \$3.00 a dozen, these grown from such bulbs as I sell you at 55 cents to \$1.20 a dozen—and you have the bulbs left, after cutting your glad flowers.

Second: Don't for a minute think that because a certain kind of vegetable is cheap this year that it will be cheap next season. Chances are that it will be the other way. Why? Just because it is human nature to throw up the sponge when prices get low. Naturally, next year this crop is short and prices higher. I'll say that 1921 will very likely prove profitable to those who grow cabbage and onions, as many growers will drop out, account low prices for last year's crop.

Third: When prices for farm and garden crops are high you might afford to plant seeds not just the best, for even with a

partial crop you might make money. But with lower prices for your crops, only the rich can afford to plant anything but the best seeds. Take corn, for instance. Plant **Long's** certified seed, "equipped with self-starters," and you should get the largest possible yield. Plant some other kinds and you may realize a number of dollars to the acre less.

Fourth: There's a saying, "Buy on the slump, and sell on the jump." Most of us do just the opposite. Just keep this in mind and see if it does not work out to your interest. Sometime ere long, I'm not saying when, it will pay to go into the cattle and hog business. We can't expect war prices, but prices are going to go up again, sure as anything, after the bottom has been reached.

Fifth: "Here's where I get off. See you later."

Gilfillan's Corn Tests 100%

We have today (December 20th) taken off our first seed corn test. Was Gilfillan's "Pioneer" Minnesota No. 13. Test was full 100% germination, every sprout strong. Am not saying every bag may test this high, but this was taken as an average sample of the stock Mr. Gilfillan has saved for us. Believe the whole works will run close to 100%, and that our other lots will test way up also. There's going to be a lot of low test corn on the market next spring, but **Long's** will be "equipped with self-starters."

Join the Farm Bureau

The farmers' organization that gets next to Congress. All other large interests have for years had keen, resourceful, men in Washington to scrutinize proposed laws and see that these interests had nothing put over on them. But we farmers have let George do it—and George has done it, and us too, in many instances. If you want a square deal and conditions adjusted for the betterment of both producer and consumer, then join the Farm Bureau. Write the state secretary, my old college chum, E. J. Leonard, Fort Morgan, Colo., for additional information.

"More Like a Friend—"

Had some trouble filling an order for a family out in Idaho last season. Finally, fixed it up O. K. and even better than if all had gone well at first. In expressing appreciation of my efforts to do simply as I would be done by, they wrote: "You seem more like a friend than a business man." Now, say, wouldn't that pay you, if you were in my place, for a lot of time and expense you might have had trying to make good? It gave me something to think about, too. Why shouldn't any business man not only seem like a friend, but be a friend to every customer?

Just Hear Us Grow!

If you were in my office right now you could hear us growing all right. Carpenters are hammering, sawing, ripping and splitting, building an addition to our store and office. We shall have nearly twice as much room for handling our seed business when they get through, and can take good care of our growing business. Have also bought another garden tract, increasing our available garden space about 60%. Yes, we're growing—"There's a reason."

This Catalogue Deserves Hanging

As a reference book on gardening it sure helps some. Better give it a hook or nail. Keep it one year. Hanging is none too good for it.

Take a Farm Magazine

Take several of them if you have the change, but take at least one good farm paper even if you have to go without pie for breakfast. Just one tip or suggestion may be worth many times the subscription price.

There are now a number of mighty good farm papers. Here in the West we are especially fortunate in having **Western Farm Life**, published in Denver. This magazine might well share my slogan, "Best for the West." It studies and deals with the stock, farm, and garden problems peculiar to Colorado and adjoining states. Its editors are all practical western men who not only understand western conditions, but get right out among 'em, like a county agent, getting information first hand. The unique articles by "**Farmer Putnam**" are alone worth the price of admission. Managing editor, Alvin T. Steinel, is the most accommodating fellow you ever saw about answering any special inquiries you send him. He's got me skinned a mile when it comes to this. Don't see how he handles so much correspondence, but he gets away with it somehow. This farm paper comes twice a month. Price \$1.00 for two years, or \$2.00 for five years. Send your subscriptions direct to **Western Farm Life**, Denver, Colo., not to me.

Flower lovers should have that splendid magazine, The Flower Grower, published by Madison Cooper, Calcium, N. Y. Comes once a month. Price \$1.00 a year; three years for \$2.50, which is a very low price for such a splendid magazine, gotten up so nicely that you will wish to save every copy. Deal direct with Mr. Cooper.

Grow Your Own Sugar

TOPPING THE BEETS

Be sure to cut the crowns off **below the lowest leaf scar**. The upper part of the beet contains a large percent of mineral salts, which make the syrup or sugar unpalatable.

CLEANING AND SLICING

The beets should be thoroughly cleaned and scrubbed in cool water. A coarse brush is good for this. Cut the beets into very thin slices, **the thinner the better**. A keen knife or kraut cutter will answer for this. The thinner the slices the more rapidly the sugar is extracted.

EXTRACTING THE SUGAR

Dump the sliced beets into a big kettle, jar, keg or barrel and pour just enough boiling water over them to cover the contents. Cover top with several thicknesses of canvas or anything to hold the heat. The sliced beets should soak one hour and the container should be agitated from time to time without uncovering it.

BOILING THE JUICE

Place the juice in kettle and heat slowly, and let it boil slowly for several hours or until evaporation has reduced it to the desired consistency, making thin or thick syrup, or continuing still longer until turns to sugar.

SKIMMING THE LIQUID

In boiling, a skum will rise to the surface. **Remove this** to obviate the strong beet-like flavor or "medicine taste" and leave a wholesome, palatable product. The skimming also helps to prevent boiling over. As soon as the syrup has reached the desired consistency it should be placed in cans or bottles for future use. It should be canned or bottled while hot, and tightly sealed or corked to prevent moulding.

QUALITY OF THE SYRUP

Beet syrup is dark in color, and as any method of bleaching would require skill and considerable outlay of money it is advisable to let well enough alone and use the syrup or sugar as produced by the foregoing method.

LONG'S Business Terms

Everything in this catalogue prices paid unless otherwise noted.

Cash must be sent with order, except C. O. D. orders. (See below.) Please do not ask us to fill orders on any other terms.

We ship promptly, unless notify you otherwise at once. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait for weeks. If order or goods have gone astray the sooner we know it the better.

Read "How to Order LONG'S Tried and True Seeds," page 61, before making out your order, please.

Concerning C. O. D. orders. Bear in mind that C. O. D. orders cost you extra collection fees. Avoid this method if possible. But if you must so order, then we will not only accommodate you as to this but will also not require you to remit the usual 25% of the amount in advance. Just say that you will, honest-to-goodness, accept and pay for the goods and we will co-operate with you. Do this, please, only in an emergency. C. O. D. orders are vastly different from charge accounts, and do not interfere much with our plan of handling orders.

Owing to conditions beyond our control, we cannot guarantee seeds, bulbs and plants to grow. If, however, you have unusually bad "luck" we will try to help you out, making partial replacement, our option as to how far we go as to this. You will find us more than fair, yet we can not, and do not, assume responsibility for goods of known vitality, safely delivered, but subject to many conditions after planted that may prevent success.

Kicks—"Use Discretion"

You know how it is. Accidents will happen in the best regulated—seed stores. We do make some mistakes. We'd be too good for this world if we didn't—then what would you do for Tried and True Seeds!

I want you to report errors. This is a very simple thing to do. Just drop me a line stating the trouble. That's enough. Don't need to sass me. You really get better results if you don't. Rarely, not often, I get a kick that makes me appreciate Mutt's plea to Jeff: "For the love of Mike, have a heart; listen to reason—use discretion!"

But do this, please: Don't just say you are short an item. Tell me just what item it is and the quantity. Reason: We don't stop to look up your order at the time, but just send what you say is due you. It's done quickly, whereas if we have to go through our files to find your order the adjustment may be delayed. We take your word and adjust immediately. Later we may look up and report in case find you did not order the item not sent.

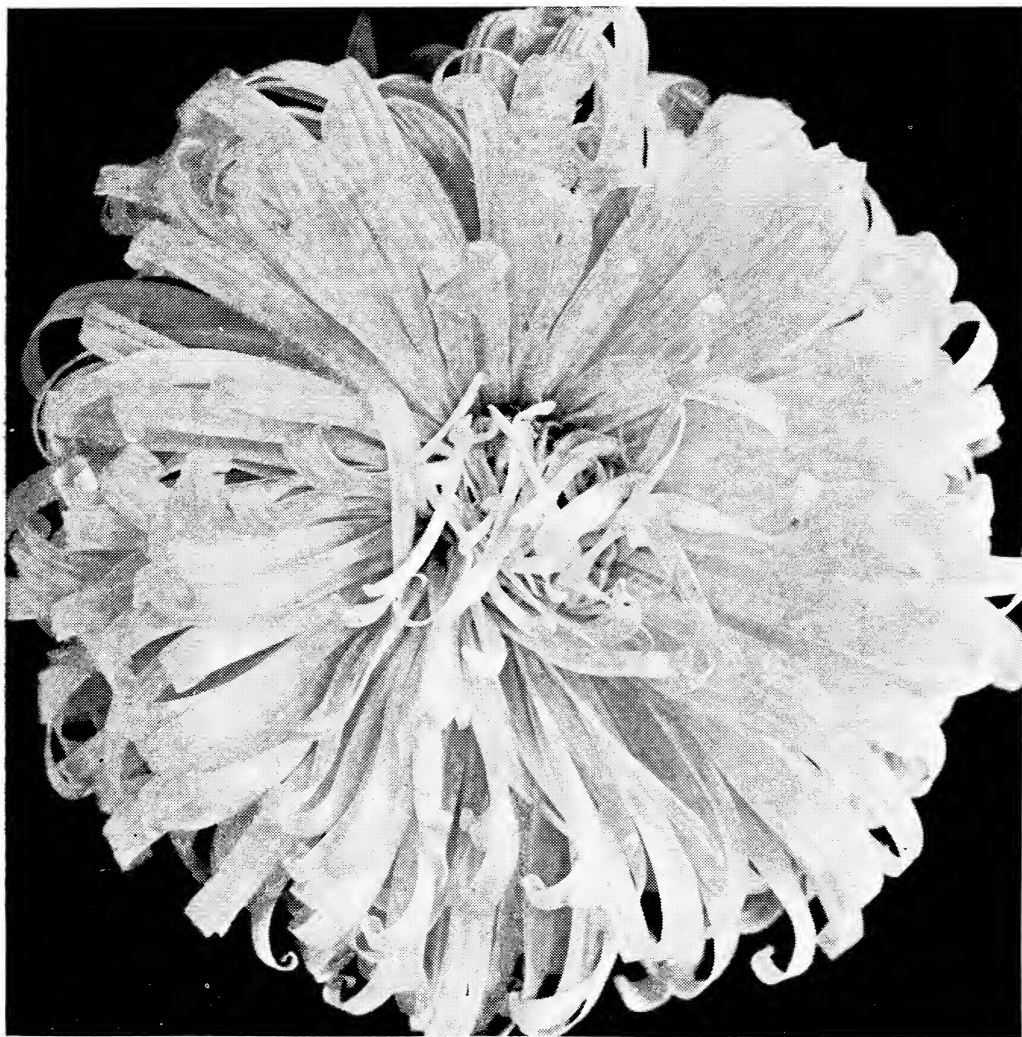
"SAY IT WITH FLOWERS"

Everyone understands the language of flowers. They often carry our messages of affection, sympathy, congratulation, better than spoken or written words.

Few flowers are so easily grown or give so much pleasure as the *Gladiolus*.



LONG'S SUPERB GIANT ASTERS



Aster, showing shaggy, ragged, type of both the Crego Giant and Asternum, much admired by many, because they resemble the choice Japanese Chrysanthemums. These Chrysanthemum-like asters are included in **LONG'S** Special Mixture for 1921.

LONG'S Giant Crego and Asternum

These two varieties are somewhat different, yet so much alike that I am going to mix the two, giving you both in one packet of white, rose-pink and lavender. Have never been able to get Asternum in shell-pink, so give you straight Crego in that color of the shaggy type aster.

Crego branches more than the Asternum, and stems are more slender, though hold the flowers well. Both, when well-grown, have immense blossoms and both keep well as cut flowers. The two, Crego and Asternum, mixed in separate colors, as follows: **A8** Pure White; **A9** Rose Pink; **A10** Lavender; **A11** the three colors mixed. All at 10c pkt.

Giant Crego, **A11½**, Shell-Pink, pkt., 10c.

LONG'S Special Mixture

Might well be called my "**All-in-One**" Mixture. In making this superb 1921 mixture I have used some of all the Asters and Asternums offered in this catalogue, putting in most liberal amounts of the kinds best for cut flowers—plenty of white and pinks as well as the new American Beauty.

Price for **LONG'S** Special Mixture: Pkt., 15c; 2 for 25c. In bulk at: ¼ oz., 50c; oz., \$1.50.

Special Quantity Prices

All Aster Seed (except Long's Special Mixture) at: 3 pkts., 25c; 5 pkts., 40c.

Giant Aster Plants

Ready about June 1st, when I set out most of mine. See page 41 for kinds and prices.

LONG'S SUPERB GIANT ASTER



Aster, showing type of the Royals, American Beauty, Enchantress and Pink Beauty. All these, and others, are included in **LONG'S** Special Mixture for 1921.

American Beauty Aster

A18. Immense flowers almost identical in color to the famous American Beauty rose. The branches are exceedingly long and stiff, free from side shoots. As a cut flower it is simply wonderful, both for its beauty and keeping quality. Will keep three weeks after being cut. Pkt., 10c.

LONG'S "Pink Beauty"

A20. A delightful shell pink Double Aster of giant type that first bloomed in my trial grounds several years ago. Pkt., 10c.

Vick's Enchantress

A21. Color soft delicate pink, so popular in the Pink Enchantress carnation. Pkt., 10c.

New Royal Asters

A new strain of Giant Asters, especially valuable for cut flowers on account of their long, strong stems that are free from side shoots.

A12 White; **A13** Purple; **A14** Shell Pink; **A15** Rose Pink; **A16** Lavender; **A17** Mixed. Pkt., 10c.

Asters (In Separate Colors)

My best Giant Asters, selected from the different types, Semples, Crego, Royal, Aster-mum, etc. Several types in each color.

A2 Snow White; **A3** Crimson; **A4** Shell Pink; **A5** Rose Pink; **A6** Purple; **A7** Lavender. Pkt., 10c.

The J. D. Long Seed Co., Boulder, Colo.